

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City



VOL. CLVI, No. 2

NEW YORK, JULY 9, 1931

10¢ A COPY



➤ Abracadabra! ➤

THIS IS MAGIC; one moment a handful of dustless powder, the next, beautifully detailed jewel cases, precision parts of magnificent pipe organs, distinctive escutcheons for electric switches.

The plastics industry has so built upon and perfected the efforts of Luft, Lederer, Manasse, Delaire, and other early workers in the field of organic chemistry that today there is scarcely an industry where Durez, the perfect molding compound, is not or can not be employed. A phenolic resinous material, the product of General Plastics, Inc., North Tonawanda, N. Y., Durez is now used in 9 out of 10 motor cars; in 95% of all molded closures; for such varying products and parts as radios, cameras, check protectors, telephones, dynamos.

Here is a giant in the making, an industry whose accomplishments already are phenomenal, whose possibilities tax imagination. Our task is to deepen the appreciation of the custom molder for this material; to acquaint special industries with its possibilities; to broaden the field of its usefulness.

N. W. AYER & SON, INC.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London



Thomas A. Leadley, Managing Editor, The Nebraska Farmer: Exponent of improved agriculture and rural home life in the middle west. Born and raised in the country, he has made food production methods his life study, emphasizing always that there is opportunity, stability and profit in the farming industry.

Stability of Income Makes Dependable Markets

"Standard" markets offer the manufacturer a permanent opportunity to sell goods. Earnings of "Standard" readers are dependable because the food products raised on their lands provide money even in the most difficult times.

Moreover, in "Standard" states farm incomes are doubly safeguarded by year around feeding of livestock and poultry, the products of which represent potential cash.

It is part of "Standard" editorial achievement that they reliably inform "Standard" families how rural life and farm earnings can be improved through modern methods and equipment.

Space is available in any single "Standard" publication, according to the territory most desired by the advertiser or any grouping of states may be had which will best fit the sales program. For the convenience of space purchasers—one order—one billing.

SEVEN PAPERS REACHING 2,394,812 FARM HOMES

American Agriculturist
Farmer and Farm, Stock
and Home

Hoard's Dairyman
Nebraska Farmer
Prairie Farmer

Progressive Farmer and
Southern Ruralist
Wallaces' Farmer and
Iowa Homestead

The STANDARD FARM PAPER UNIT

NEW YORK—Wallace C. Richardson, Inc., Eastern Managers, 250 Park Avenue.

CHICAGO—Standard Farm Papers, Inc., Daily News Building.

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLVI

NEW YORK, JULY 9, 1931

No. 2

What Does the Consumer Think?

How Intensive Study of the Buyers Can Reveal New Themes to Make Selling and Advertising More Effective

By G. A. Nichols

JULIUS ROSENWALD once bought an Ilg ventilating fan from a Chicago dealer and ordered it installed in the kitchen of his home.

G. C. Breidert, sales manager of the Ilg Electric Ventilating Company, was interested in just what induced Mr. Rosenwald to make the purchase. He is always on the lookout for possible advertising themes and he thought this might be one.

"I like corned beef and cabbage," Mr. Rosenwald said, in answer to a question, "and I guess this tells you what you want to know."

It did tell Mr. Breidert something. It showed him where to place a considerable part of the advertising pressure designed to create consumer acceptance or salability for Ilg equipment.

The health angle was all right enough in its place, as most people are receptive to arguments about well ventilated homes. Comfort was another thought. But Mr. Rosenwald had apparently not been impressed by these two elements sufficiently to induce him to make the modest investment necessary. He found, though, that when his cook prepared a mess of corned beef and cabbage everybody in the house knew about it long before dinner was served. He liked the food but abhorred the smell. So he went and bought himself an Ilg ventilator. No more smell.

Mr. Breidert, seeing he had something worth talking about, pursued the investigation a little further. He discovered another prominent Chicagoan who liked

liver and onions. He, too, had an Ilg fan in his kitchen. And there were still others.

Whereupon the company launched an advertising program the general theme of which was to the effect that people need no longer hesitate about cooking their favorite foods at home. They could indulge themselves to the limit in that respect without offense to their own olfactory senses and have no fear about what their guests or neighbors might say. This was done without prejudice to the company's main market; it simply opened another outlet.

Here we have advertising at its best—at its best because it is exerted in full recognition of the consumer's attitude. When it is used this way it can no longer be open to the criticism voiced by Will Rogers when, as the Connecticut Yankee, he tells King Arthur's Court that "advertising makes you spend money you haven't got for things you don't want." Maybe they do want it after all and they will recognize the want if the proposition can be presented to them from the standpoint of their own interests rather than as coming from someone who has something he wants to sell.

Many advertisers will find today, just as the Ilg company found, that they and their customers may have rather pronounced differences of opinion as to the uses of merchandise. There is a vast difference between using advertising in an effort to force something down people's necks, so to speak, and in utilizing it to

tell people something about the merchandise that they really want to know. There is usually very little need for the first use; it comes, not through any malice on the part of the advertiser, but because he takes snap judgment on his marketing possibilities or bases his effort upon half-baked surveys which, being strictly statistical in nature, may not tell him what he really needs to know.

The whole question simply simmers down to this:

What does the consumer think?

What does the consumer think about the merchandise that is being advertised? What does he really want? Is his idea of the usefulness of your product the same as yours? Does he really need what you are trying to sell or are you merchandising it to him just because you want to sell it? Are there any structural changes that could be made so as to increase the usefulness and salability of the item? Is the advertising planned and executed with an idea of its effect upon the potential buyer or is the proposition one of pleasing the advertiser?

When questions such as these are accurately answered, the advertiser knows where to put pressure.

Gaining this knowledge is by no means wholly a job of compiling statistics. There is no disposition here to quarrel with surveys, although many of them are worth little or nothing. The gathering of figures and the making of marketing analyses—all plentifully besprinkled with graphs and charts—comprise a useful and essential part of a marketing scheme.

Survey's Can Be Made to Prove Anything

"But the trouble," a prominent Chicago advertising agent remarks, "is that the sales manager who depends too much upon statistics becomes more of an auditor than a salesman. For this reason I declare that the ordinary survey has no great importance in the present merchandising picture. A survey in its generally accepted sense can prove almost anything you want to prove.

"I don't care a continental about

figures that may be brought in to me showing a potential or present-day market here or there for this or that. The thing I want to know is the consumer's attitude toward the merchandise made by my clients. We often find that the consumer knows more about this merchandise than we do. We know more than he does how it was made, what materials enter into its construction, whether it has an honest value or whether we are getting more for it than it is worth. But he has it all over us when it comes to the use of the article whatever it may be.

"My idea of a survey, therefore, is not a laborious house-to-house, farm-to-farm, or store-to-store canvass. It is one of getting a cross section picture of people's attitudes and views.

"Drop into a country store, for example, when the dealer is not busy and engage him in general conversation. Mingle with the Saturday night shopping crowd and hear what people are saying—see what they ask for in the store, hear what they say to the salesperson, note their comments on the prices asked. A few experiences of this kind will give you a better idea of where to put the advertising pressure—meaning the ascertainment of the proper advertising theme—than you could find out in almost any kind of a formal survey.

"I can think of no better service that PRINTERS' INK could perform for the advertiser in this rather critical time than to emphasize as never before the need to study the buyer and know him. This is by no means a new topic. It has been harped on for years and I suppose that almost any merchandiser honestly thinks he knows the buyer; but he seldom does. What he knows is his own organization, his merchandise and himself. He makes his goods to please himself and usually employs the kind of advertising that *he* likes. Thus he lays himself open to the charge of trying to force goods on to a reluctant and already over-crowded market.

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"'Course, chile, Ah knows," Uncle Remus explained, "no rabbit can climb a tree. But dis yere time, honey, Bre'r Rabbit jes' nachully had to."

This is a year rabbits have to climb trees

The manual laborer is fast exhausting his savings . . . the wealthy man is holding on to his stocks until they resume paying dividends, and return to a price somewhere near what he paid for them.

Meanwhile the unspectacular, solid, substantial middle class of the smaller cities and towns—reached by Christian Herald—have the same buying power as in 1929.

Proof? More than \$200,000,000 is going to be spent for church buildings in the next twelve months . . . contributions to church expenses and benevolences as great as ever . . . contributions to Christian Herald Charities greater than in 1929 or 1930 . . . Christian Herald's circulation is larger today than any time in the past eleven years.

There is a lot of talk about the solid, substantial middle classes of America—you can reach the *leaders* of this class that has become so economically important, through—

CHRISTIAN HERALD

Monthly . . . 25c a Copy

GRAHAM PATTERSON	-	-	-	Vice-President
J. PAUL MAYNARD	-	-	-	Advertising Manager

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mula for gaining this knowledge. I have been hunting one for years and have never found it. The only way I know is to go out where the buyer is, adapt yourself to the circumstances whatever they may be, and talk with him.

"Another prolific source of information is the salesman who is on intimate terms with the dealer. A salesman is usually asked to report on such essential things as the dealer's attitude, how good or how bad an advertiser he is, or whether he uses the company's window and interior display material properly, if at all. But how many times is he required to report on what the customer of the retail store is thinking about? Not so often as you would imagine.

"I have had good results in sending out a letter—not a formidable questionnaire—to a rather promiscuously gathered list of people who have purchased a certain commodity. I have asked them how they liked it. How had they used it and what suggestions, if any, they had for its possible betterment. The fund of valuable information has been surprisingly large."

This advertising agent takes seriously his own prescription as to how to get an accurate idea of dealers' and consumers' thoughts as a means of learning where to put the advertising pressure. One of his clients is a large baking organization. For ten successive nights this agent climbed on to a bread truck setting out upon its early morning delivery to stores and stayed there until nearly noon the next day. In that time he learned some amazing things about the bakery business. They were perfectly obvious, too.

Everything is simple and obvious when it is traced to its source.

J. M. Porter Heads Congress Cigar Company

James M. Porter, vice-president of Waitt & Bond, Inc., has been elected president of the Congress Cigar Company, filling the vacancy caused by the resignation of Samuel Paley. Waitt & Bond, Inc., of which Mr. Porter will continue as vice-president, and the Congress Cigar Company are both subsidiaries of the Porto Rican-American Tobacco Company.

Portland "Oregonian" Advances C. O. Chatterton

Charles O. Chatterton has been appointed assistant business manager of the Portland *Oregonian*, according to an announcement received from O. L. Price, publisher. In his new position Mr. Chatterton will continue supervision of the *Oregonian's* radio station, KGW, in addition to directing all activities of the advertising department. In this work he succeeds W. J. Hofmann, who has resigned as advertising director.

For a number of years Mr. Chatterton was manager of the classified advertising department and, during the last two years has, in addition, been general manager of KGW.

J. A. Davidson, who has been with the national advertising department of the *Oregonian* for a number of years, has been appointed national advertising manager.

Curtiss-Wright Account to Gardner Agency

The advertising account of the Curtiss-Wright Corporation, New York, has been placed with the Gardner Advertising Company, New York and St. Louis advertising agency. This appointment will include also the advertising of the following subsidiaries: Wright Aeronautical Corporation, Paterson, N. J.; Curtiss Airplane & Motor Company, Buffalo, N. Y.; Keystone Aircraft Corporation, Bristol, Pa.; Curtiss-Wright Airplane Company, St. Louis and Wichita, Kans., and the Curtiss-Wright Flying Service.

Clarence Ford, Jr., with Scripps-Howard

Clarence Ford, Jr., for the last two years assistant cashier of the Morris Plan Bank of Virginia, has joined the financial department of the Scripps-Howard Newspapers. He will make his headquarters at Washington, D. C. He was formerly with the advertising departments of both the Richmond, Va., *News Leader* and *Times-Dispatch*.

Montgomery Ward Appoints Kastor

Montgomery Ward & Company, Chicago, have appointed the H. W. Kastor & Sons Company, Inc., Chicago advertising agency, to direct their national advertising campaign. This appointment does not include the company's radio advertising which, as announced by PRINTERS' INK last week, will be handled by Erwin, Wasey & Company.

Creamed Foods, Inc. to Ruthrauff & Ryan

Creamed Foods, Inc., New York, producer of Morgan Brand Creamed Chicken and other creamed foods, has placed its advertising account with the New York office of Ruthrauff & Ryan, Inc.

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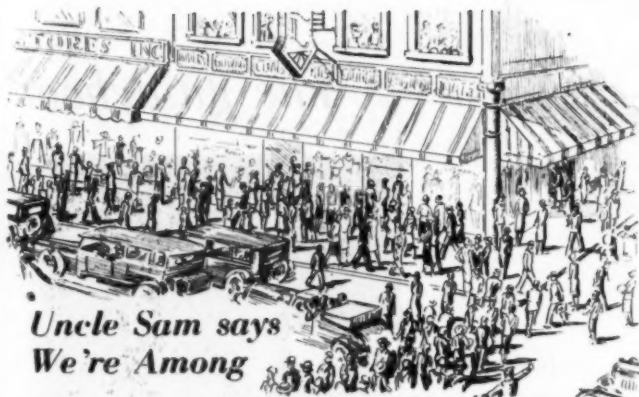
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**Uncle Sam says
We're Among**

The Nation's Best Spenders!



RETAIL SALES in Rhode Island are 13% above the national per capita average, according to the federal census of distribution.

In this compact market 200,000 families are within an hour's drive of their Providence trading center. Many live in Massachusetts; some in Connecticut. All three states are among the first ten in per capita expenditures.

In advertising, too, these good spenders are easily reached. The Journal and Bulletin offer a dominant leverage, both in circulation volume and reader influence.

**Journal-Bulletin
FAMILIES**

**In Providence
19 OUT
OF 20**

**In Rhode Island
2 OUT
OF 3**

of all families
who read English

**Journal-Bulletin Circulation for May:
134,436**

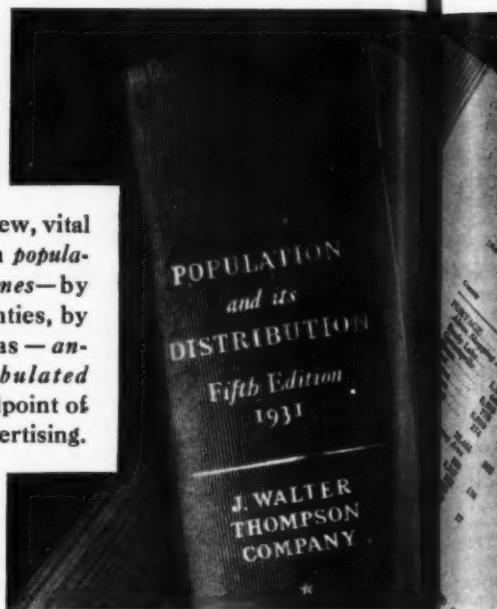


Representatives

CHAS. H. EDDY CO. R. J. BIDWELL CO.
Boston • New York • Chicago San Francisco • Los Angeles • Seattle

The guidebook

640 PAGES of new, vital information on *population and incomes*—by states, by counties, by shopping areas—*analyzed and tabulated* from the standpoint of sales and advertising.



AMONG THE FIRST TO ORDER

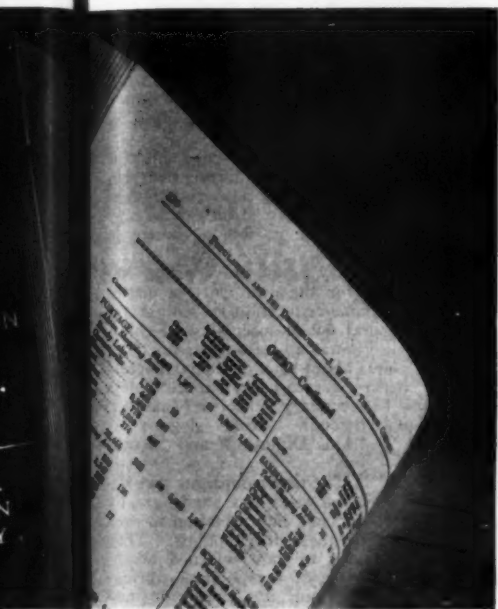
Addressograph Company • Beech-Nut Packing Company • Brown Shoe Company • Butler Brothers • Chase Brass & Copper Co. • Du Pont de Nemours & Company, E. I. • Equitable Life Assurance Society, The • General Baking Company • General Foods Corporation • General Motors Corporation • Great Atlantic & Pacific Tea Company, The • Hamilton Institute, Alexander • Hupp Motor Car Corporation • International Paper Company • International Shoe Company • International Silver Co. • Kotex Company • Libby-Owens-Ford Glass Company • McCrory Stores Corporation • Metropolitan Life Insurance Company • National Shawmut Bank of Boston, The • Penn Mutual Life Insurance Company • Philadelphia Storage Battery Company • Pittsburgh Plate Glass Co. • Remington Rand Business Service • Reo Motor Car Company • Sears, Roebuck and Co. • Singer Sewing Machine Co. • Union Carbide and Carbon Corporation • United States Rubber Company • Vacuum Oil Company • Van Raalte Company

THE new, 5th Edition of "*Population and its Distribution*" gives a comprehensive picture of every market and group of markets in the United States—from the largest to the smallest.

The population figures are from the 1930 census. The analyses of individual income tax returns and other yardsticks of buying power, are the latest available. The information on retail shopping areas is the result of original research by J. Walter Thompson Company . . . all material is arranged from the standpoint of sales and advertising.

"Population and its Distribution" has been the guidebook for your

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Returnable within 5 days

The 5th Edition has been pub-
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Warner & Brothers. The
price, \$10, will be refunded
after 5 days' examination
if you decide to return the
book. Order direct from J.
Walter Thompson Com-
pany, 420 Lexington Ave.,
New York City. The coupon

J. WALTER THOMPSON COMPANY

New York, Chicago, St. Louis, Boston,
Cincinnati, San Francisco, Los Angeles •
Montreal, Toronto • London, Paris, Ma-
drid, Berlin, Stockholm, Copenhagen, Ant-
werp • Alexandria, Port Elizabeth • Buenos
Aires, Sao Paulo • Bombay • Melbourne,
Sydney • Batavia • Wellington • Osaka.

J. WALTER THOMPSON COMPANY, Dept. E
420 Lexington Avenue, New York, N. Y.

Please send me _____ copies of "Population and
its Distribution," 5th Edition at \$10 per copy.
I am privileged to return the book within 5
days, and my money will be refunded.

Name _____

Address _____

Wrigley Becomes a Reason-Why Advertiser

New Newspaper Campaigns Will Tell Why Wrigley's Gum Benefits Nerves, Digestion and Smokers

WILLIAM WRIGLEY, JR., is telling the story of his chewing gum in a new way this week. The terse and famous slogan messages that have been characteristic of Wrigley gum advertising for years have been given new and elaborated dress. Mr. Wrigley now is telling *why* his gum aids digestion, increases smoking pleasure and has a soothing effect on nerves. He has become, in short, a reason-why advertiser and is going to see how this copy appeal works for gum.

The new advertising began in newspapers in Illinois and California on Monday of this week. There are three separate campaigns, each stressing one of the

three angles just mentioned. In Illinois, the appeal to smokers is being used. Gum chewing as a benefit for nervousness is being featured in Northern California. In the third territory, Southern California, the digestion slant is being used.

The new Wrigley copy angle is more a matter of different presentation, of telling a more complete story, than of a strictly new copy idea. There is, too, a change in emphasis.

Wrigley gum advertising has been, for the most part, a matter of name-reiteration, based on the general public acceptance of chewing gum as a pleasant pastime. The points about smoking, digestion and nerves were used in a more or less

secondary and brief manner through such slogans as "Aids Digestion" and "Soothing."

The new campaigns give decided stress and greatly widened interpretation to each of these three points. They seek to gain widened acceptance of the points by bringing out in a specific and dramatized way the reasons why Wrigley's chewing gum confers benefits with respect to nerves, digestion and smoking. The basis of these interpretations is scientific research that preceded the inauguration of the new advertising.

Each of the three messages is dramatized in a striking way. Large photographs of a newsy nature are used. The digestion campaign, for example, in its first advertisement pictures a restaurant interior at noontime when office workers were timed to show how fast the average person eats his lunch, the copy of course bringing out the ill effects of fast eating and offer-



TRY THIS

MILLIONS OF SMOKERS
DISCOVERED IT
FOR US

MANY persons have reported to us an increasing loss of smoking and eating—so that they no longer find pleasure in either.

Why put down pleasure in laboratory test, and here's what we find:

On the tongue are thousands upon thousands of sensitive nerve heads, connected to the brain, known to doctors as papillae.

It is these delicate nerve heads that give flavor, taste to your cigarette—and to your food. Care for your nerve heads, your papillae. Care for them by smoking the smooth, a condition

of cigarette production that the tongue, nose and mouth (tastes) find most agreeable.

If you enjoy smoking a lot—and who doesn't?—then Wrigley's Smooth is the cigarette for you. It is the cigarette that is most agreeable to the tongue, nose and mouth.

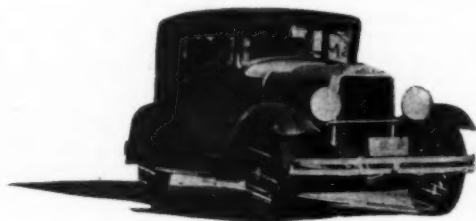
If you like the more vigorous of your cigarette and your food, business appetite and leisure digestion, then Wrigley's Doublemint is the cigarette for you. It is the cigarette that is most agreeable to the tongue, nose and mouth.

As the cigarette, who you change to Wrigley's.

Wrigley's Doublemint is a perfect example of the new type of cigarette. It is the cigarette that is most agreeable to the tongue, nose and mouth.

Wrigley's Doublemint is a perfect example of the new type of cigarette. It is the cigarette that is most agreeable to the tongue, nose and mouth.





Motor car travel in Iowa is 9% ahead of last year

During the first five months of 1931, Iowans drove their cars 9% farther than they did in 1930*. Motor car travel in Iowa has doubled in the last six years. In 1930 the average Iowa motorist drove his car 8,000 miles compared with 4,000 miles in 1924.

Today, all Iowa shops in Des Moines. New paved roads permitting all-weather travel, and the intensive coverage of The Register and Tribune have combined to change Iowans' buying habits.

Wise advertisers are concentrating their 1931 selling efforts in areas where people have money to spend. The fact that Iowans are driving longer distances than ever before proves they have money to spend . . . and are spending it.

*These figures are based on gasoline tax collections.

The Des Moines Register and Tribune

245,000 Daily Circulation

ing Wrigley's gum as a benefit. Action photographs of this type will feature the advertisements throughout the campaign.

The copy itself is conversationally intimate in its style. The story is told in each case in simple, fast-moving terms. The dullness that is so likely to bog down copy that has to do with a certain amount of scientific message has been rather skilfully avoided.

An interesting and noticeable feature of the copy is that it is light and personal enough to preserve, without so stating, the fundamental fact that there is pleasure in chewing gum, yet it gets across emphatically the more specific reason-why appeal.

Here is an example:

Little troubles and difficulties . . . petty annoyances . . . we all have them!

When we're "all on edge," "jumpy," "irritable," . . . we blame it on them.

But usually it's the other way around! The real trouble lies in the nervous tension under which we live and work. We've got "bottled up" nerves!

It's funny, sometimes . . . what little things can help!

Science, for example has pointed out some interesting facts about chewing gum—and nerves.

Biochemical research has now proved that chewing gum is a definite help in smoothing out tense and tired nerves. Wrigley's actually aids in counteracting nervous tension.

You might try it yourself. Thousands are convinced there's really something in it. When "nerves" are getting the best of you—try Wrigley's. See if it doesn't relieve the tension and help to make your little troubles fewer!

This newspaper advertising will continue in Illinois and California during the rest of this year. In Illinois, newspapers in the good-sized cities from Springfield north are being used. All the principal cities are being covered in California.

Large-sized space is being used in all three of the campaigns. The opening advertisement in the campaign, using the "nerves" appeal, is 1,000 lines. Those for the other two are 1,200 lines. Good-sized space will be continued throughout the campaigns, although varying sizes will be used.

W. H. Jones Advanced by International Mercantile Marine

Walter H. Jones, formerly assistant director of advertising and publicity of the International Mercantile Marine Company, New York, has been made director of advertising and publicity. Mr. Jones, who joined the company in 1928 as production manager of the publicity and advertising department, will be in charge of advertising and publicity of the White Star, Red Star, Atlantic Transport and Panama Pacific lines.

The publicity department of the International Mercantile Marine Company has been reorganized to take in the supply department of the company. M. L. Aronson has been made manager of production and distribution and William Seabrook has been transferred from the Chicago office to the publicity department as field agent.

"The Chicagoan" to Be Published Monthly

The Chicagoan, which has been published fortnightly, will be published monthly, effective with its issue dated August, 1931. This change in frequency of publication will be made in addition to other changes being made in the publication including an increase in physical format.

H. E. Driscoll with Donahue, Coe & Mayer

Howard E. Driscoll, formerly with Graves, McCleish & Campbell, New York advertising agency, has joined Donahue, Coe & Mayer, Inc., advertising agency, also of that city, as an account executive. He will handle both general and financial advertising accounts.

Detroit Office for "National Geographic"

National Geographic, Washington, D. C., has opened a Detroit office located in the General Motors Building. Robert P. Stewart, formerly with the Detroit office of *The Literary Digest*, is in charge. He was, at one time, with Walker & Company, Detroit, outdoor advertising.

R. L. Baker with J. Walter Thompson

R. Lynn Baker, for ten years with The Chambers Agency, Inc., New Orleans, and for the last eight years in charge of the Louisville branch of that agency, has resigned to join the Cincinnati office of the J. Walter Thompson Company.

N. D. Vaughan with Ayer

Norman D. Vaughan has joined the copy detail bureau of N. W. Ayer & Son, Inc., at Philadelphia. He was formerly with Sweeney & McDonald, publishers' representatives, Boston, and previously had been with the Byrd Antarctic Expedition.

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Thorough Trading Area Coverage Through One Newspaper!

Wisconsin Second in Radio Ownership

MORE than fifty-one per cent of all Wisconsin families own radio sets—the highest average of the thirty states thus far included in the Radio Census reports except one.

In Milwaukee, 62.8% of all families have radio sets—the highest percentage of *any* of the large cities reported to date.

These figures further mark the Milwaukee-Wisconsin market above average in living standards and buying power—a productive market with the desire and the ability to buy luxuries as well as necessities. And it is sold *thoroughly* at one low advertising cost with an adequate schedule in The Milwaukee Journal.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

Run-of-Paper Color Advertising Available Daily and Sunday



On the Line for the Fo

IN its fourth consecutive year of regular airplane delivery The Chicago Daily News is still the only Chicago newspaper to bring to vacationing Chicagoans in Michigan and Wisconsin resorts the final market reports the same day of

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The Daily News fleet of 300-horsepower monoplanes "on the line," ready for its daily 400-mile flight with The Daily News final markets

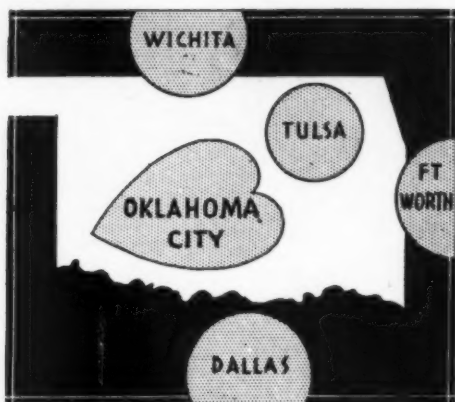
Fourth Year

trading . . . The same enterprise which makes The Daily News Blue Streak the first final markets edition on sale in Chicago's vacation-land has placed and keeps The Daily News first in the service of Chicago readers.

G O D A I L Y N E W S

'S NEWSPAPER

The Oklahoma City Market



**One newspaper buy contacts its
\$439,302,000 spendable income**

THE Oklahoma City A.B.C. trade area, extending an average of 68 miles in all directions, is part of no other market—tributary to no other city. No outside metropolitan daily penetrates here to the extent of even 1%. Tulsa is 132 miles to the northeast; Wichita, 172 miles north; Dallas, 201 miles south; and Fort Smith, 228 miles east.

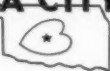
In the Oklahoma City trade area, the Oklahoman and Times give the advertiser 16,464 MORE circulation than all 22 other daily

newspapers published in this territory combined, including the third Oklahoma City newspaper, PLUS 36,220 circulation in Oklahoma outside the trade area—all this at LESS than one-third the milline cost of the 22-paper combination.

The Oklahoma City Market is recognized by advertisers as one of the best sales territories in the country, and as a market where the cost of effective advertising is low, when an adequate schedule is concentrated in the Oklahoman and Times.

The **DAILY OKLAHOMAN
OKLAHOMA CITY TIMES**

OKLAHOMA FARMER-STOCKMAN
& Rate Special Agency



RADIOPHONE W.K.Y.
Representative.

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Billion Dollar Birds and Bossies

The Second Article of a Group Discussing the Cash Crops That Give the Farmer His Purchasing Power

By Roy Dickinson

THE more the city man looks into the facts on the farm situation as a source of buying power, the more enthused he becomes about the man who invented the cow and the little red hen. As Clarence Day, New Yorker born and bred, and skilled writer, says in *Harpers Magazine* for July:

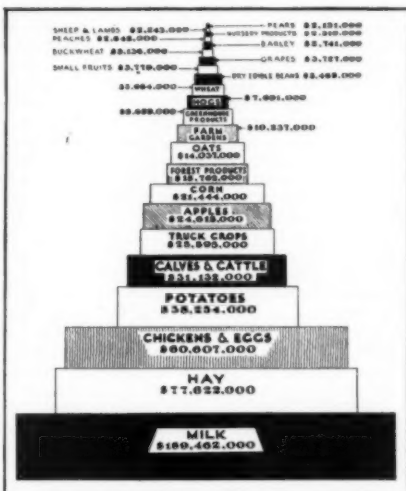
"Consider, for instance, the man who invented the cow. It is hard for us even to imagine a home without milk; but once it was very much harder to imagine homes with it. It would have been far easier for a husband to bring his wife orchids if she had desired such weeds, than a bottle of milk. There was plenty of milk in the world, yes, but what was it doing? It was galloping around in the forest, in hostile containers. No thief could rob one of these animals without getting hurt."

While the cow was being dragged home alive, and domesticated, another great mind was inventing the hen. Instead of the tiresome search for small eggs in the woods, this great inventor, out of all the timid varieties of birds in the forest, selected an unusual strutting breed and went slowly to work. These men, between them, did a great job for modern American agriculture.

When these two former denizens of the forest were persuaded to go into production for the benefit of human beings, they helped furnish an outlet for the products of hundreds of factories.

The first article in this group appeared in the issue of July 2 on page 41. It was entitled: "The Cow, the Garden, the Hen and the Sow."

The situation so far as the queer strutting little animal which used to live in the depths of the forest is concerned, is well described by O. A. Hanke, editorial director of the *Poultry Tribune*:



Courtesy "American Agriculturist"

Farm Value of Various Agricultural Items in New York State

"Of America's \$10,000,000,000 annual agricultural income, poultry amounts to 15 per cent. This is more than one and one-half times the value of the wheat crop. It is over five times the value of all agricultural implements manufactured each year. It is nearly double the total of all postal revenues including money orders, stamps, postal savings, etc. It exceeds the value of all the oil produced and is more than twice the natural gas bill. It exceeds all rubber tire and inner tube manufacture. It exceeds one-seventh the value of total stock of money in the United States. Among

agricultural products, the gross value of poultry was exceeded only by corn, hogs and milk in 1929.

"These, mind you, are actual returns to the producer. They do not represent the value of the product by the time it reaches the consumer. Consider for a moment the extensive and varied employment which the handling and processing of these products gives to persons other than farmers. The eggs are gathered by motor truck, are candled and packed, shipped, stored and finally sold to the consumer.

"In 1,780 of the 3,060 counties in the United States, the poultry income (which includes eggs and poultry meat) is greater than the dairy income—the greatest single source of agricultural wealth.

"No less an authority than Arthur M. Hyde, Secretary of Agriculture, in an article in *Poultry Tribune*, June, 1929, said: 'No one doubts the importance and significance of our only billion-dollar bird, the American hen. Seriously, who can fail to marvel over the hen when we stop to consider that the annual value of poultry products is more than a billion dollars? This is just about equal to the sum of the interest on the national debt, and the reserve to the sinking fund. Give her a few years, and the American hen would pay off all the bonded indebtedness.

"Only the women of America, I suspect, have any conception of the number of college courses, modernized homes and improvements in living conditions that have come out of the egg money, so commonly a perquisite of the farm woman."

How big a part does the poultry income play on the average farm? is a question well answered by C. R. Jaccard, Kansas State Agricultural College in the June issue of the *United States Egg and Poultry Magazine*. "Drive across the country, and you will see that the well improved farms are the livestock farms. Three hundred hens will furnish an annual market for 250 bushels of grain, and will pay from 50 to 100 per cent more for it than the elevator. This department then, serves to increase the profits from another depart-

ment. It also furnishes a steady cash income.

"A farmer told me last week that each month when he settles up with his groceryman, he receives a small check which represents the difference between his eggs sold and groceries bought. 'It is not much,' he said, 'but it is better than waiting until next summer to pay my grocery bill out of my wheat crop.' Another farmer with 500 hens says the \$60 per month income from his poultry is keeping his daughter in high school, which would not be possible this year without the hens. This farmer is producing eggs at nine cents per dozen, because he raises his own feed and has no labor cost against his poultry department."

Advertisers who complain about the decreased buying power on American farms lose sight of the fact that these farmers are eating three square meals a day, while many city families are nowhere near so sure of their daily sustenance. It isn't so much the decline in the selling price of farm products that is hurting the farmer, as it is the lack of decline in commodities purchased by the farmer.

The last bulletin issued by the Bureau of Agricultural Economics, United States Department of Agriculture, says: "The failure of prices of the things they buy (farmers) to decline in relation to prices of farm products is a discouraging factor for farmers. Farmers sell at less than pre-war prices, but still pay about one-third more than the pre-war level for what they buy. Farm prices are at 86 compared with pre-war, while the prices of things farmers buy are 131 compared with pre-war."

In spite of this discouraging situation, let no manufacturer conclude that the great agricultural market has been annihilated. Reports from retailers in rural and urban shopping centers should convince the most skeptical of the buying interest which is at present manifested by the American farmer.

From out of the South where so many scare-head reports of bad times have come, Louis D. Wallace, research manager of the *Southern Agriculturist*, points out

that this year's crops will be raised at the lowest cost in many years. Many loans have already been repaid and those who keep in touch with the situation feel that the farmer is well on the up-grade.

When it is considered that more than half the farms of the United States are in the fourteen Southern States from Virginia to Oklahoma and Texas, it is interesting to look into the situation in this section. While cotton is the leading crop, its value is only about one-third the total crop value, which will surprise some of the people who think of the South as a one-crop section. Cotton is a very minor crop in four States and does not appear at all in the West Virginia crop reports. Tobacco, which is usually thought of as the other great crop of the South, ranks no higher than fifth. Then Mr. Wallace goes on to point out:

It is an interesting fact that cotton seed, instead of being largely waste as it was a generation ago, has through scientific investigation, become a crop having a value approximately one-sixth the value of cotton itself.

In the order of value following cotton, we find Southern sources of farm income to rank as follows:

2. Corn, approximately one-third of the United States crop.

3. Income from dairy products.

4. Poultry output.

5. Tobacco.

6. Cotton seed.

7. Hay.

8. Truck crops.

9. Wheat.

With wheat ninth on the list, it is easily seen that the low price for wheat is by no stretch of the imagination a pressing problem in the section where one-half the farms of the United States are situated.

Tennessee and Kentucky constitute the center of the Jersey cattle industry in the United States, and Kentucky, Tennessee and Virginia are prominent States in shipping poultry.

While the lowly goober, called by city slickers by its more respectable name, "the peanut," has always been a valuable crop in the South, few people realize that it brings an annual revenue of more than \$50,000,000 to Southern planters.

There is one little town of 2,600 inhabitants in Tennessee from which

more than 500 carloads of strawberries are shipped every season. Maryland raises more tomatoes than any other State, with Florida second, beating out Indiana and New Jersey, which are in third and fourth position. Virginia is a great apple State, ranking next to New York and Washington.

More than one-half the watermelon crop comes from the three States of Georgia, Texas and Florida, and the crop adds more than \$7,000,000 annually to the income of the growers of those States.

When we come to sweet potatoes, more than 80 per cent are raised in the South, and they represent an income of \$70,000,000 to the potato growers in that section.

Now let us jump from the South to the Far West, John E. Pickett, editor of the *Pacific Rural Press* and *California Farmer*, points out that a crop like wheat makes a noise out of proportion to its importance in our economic scheme. After showing that it is quite a way down on the list of farm crops, he has this to say about it:

Unfortunately, wheat is a raw product, surrendered by the farmer in the raw state, and not manufactured by him. The man who grows it is in competition with cheap lands and cheap hands throughout the entire world. In a manufacturing world, wheat growers do not manufacture—they merely mine. He is akin to the man who owns an iron mine. Steel, not iron, has high value.

Similarly, it is gasoline, oils and many other products which are really valuable, and not the crude oil. For years thoughtful agencies have been calling the farmer's attention to the fact that it is diversity, year around employment and manufactured or higher priced products, which are the backbone of agricultural progress and stability.

The worst feature about crops like wheat, from a broad business standpoint, is that they produce an almost continual political uproar. They have caused agriculture to be the most advertised and the worst advertised business in the country. The old Populist party was born of one-crop wheat, and much of the agricultural uproar since. And one of the saddest features of this is that the talking is not done so much by farmers, as by politicians and professional leaders of farmers. "The voice may be the voice of Jacob, but most likely the hand is the hand of Esau."

I do not mean to say that there are no problems of agriculture, but I do mean to say that economic ill-

ments are not to be cured by political salve.

It is possible to talk an individual or a group into sickness.

One final thought. In this depression period there has been no unemployment on the farms. Business, as usual, has gone forward. Thus the primary wealth-producing industry of the country has done what other industries have discussed as being advisable.

Now let's take a look at two other widely separated States, Montana and New York, to complete this survey of a few farm markets. During the last three or four years, nearly half of the farm income in Montana has been derived from live-stock production, and only 35 per cent from wheat. "In 1929, the last year for which complete data are available," says Mr. Cole, editor of the *Montana Farmer*, "beef cattle, alone, brought an income in Montana nearly equal to that of wheat. In the same year, sheep, lambs and wool brought Montana farmers more than two-thirds as much as wheat. The relative importance of live-stock products has been steadily increasing. In 1927, 42 per cent of Montana's farm income was derived from live stock and live-stock products. In 1928 this increased to 48 per cent, and in 1929 to 59 per cent.

"Wheat production is rapidly becoming concentrated in those areas of the State best adapted to low cost grain production. Comparative cost figures which are available indicate that in these areas Montana wheat growers can successfully compete with almost any other section of the world."

The man who lives on the little island at the foot of New York State doesn't often think of his own State as ranking high in the value of its farm products. Yet a preliminary estimate by a prominent advertising agency of the 1930 farm income puts New York State in third place with \$493,556,000, right after California and Texas. In the year-book of agriculture for 1931 just published, giving the value of seventy-five crops, New York State is given eighth place, being listed behind Texas, California, Iowa, Nebraska, Minnesota, North Carolina, Wisconsin. In any case, it is well up toward the top

and, quite naturally, wheat has little to do with its showing. The chart reproduced with this article indicates the preponderance of the milk and poultry angle in one of our largest States for farm income. Reforestation has become an essential part of farming in this State.

In view of the great return paid by bossie with her tinkling streams of milk, and the fact that co-operation has been highly recommended to farmers as a way out of their difficulties, a look at the Dairymen's League Co-operative Association of New York State is in order. Recent charts issued by the League indicate that improved marketing has added \$107,200,000 to dairymen's checks in the last ten years.

There are twenty-two branch plants in the State handling fluid milk outlets. There was an increase in volume of 25 per cent over the 1929-30 period in sales outside of the New York City area.

Thus both the cow and the hen, with co-operative marketing efforts added to their production, are doing a job for farm buying power that the average city man knows little about.

In a succeeding article I will have other figures to indicate that other products of the farm are producing more in cash income than is generally believed.

Perfect Circle Reports Record Sales

Sales of Perfect Circle piston rings for the month of May established a new all-time record, according to a statement issued by Lothair Teetor, vice-president in charge of sales of The Perfect Circle Company. A gain of 26 per cent in May sales over May, 1930, is reported; a gain of 31 per cent over April, 1931 and a gain of 16 per cent over May, 1929. "More Perfect Circle piston rings have been sold so far in 1931," Mr. Teetor stated, "than in any previous year in our history. We attribute this gain to the increasing number of car owners who have decided to repair their old cars and run them another year."

Has Oil Burner Account

The Carborundum Company, Niagara Falls, N. Y., and Perth Amboy, N. J., has appointed Moser & Cotins, Brown & Lyon, Inc., advertising agency of New York and Utica, N. Y., to direct the advertising of its Carboradiant oil burners.

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IN
1931
New York

1. 2,000,000 Consumers
2. 91.8% Native Born White
3. 97.8% Literate
4. High Standards of Living
5. Unexcelled Transportation
6. Diversified Industry and Agriculture
7. Indianapolis—the Economic Nerve-Center.
8. A Unified, Compact Market
9. One Avenue of Approach
- 10.

No. 9 of ten reasons why the *Indianapolis Radius* offers uncommonly advantageous sales opportunities.

One Avenue of Approach

Indianapolis enjoys the benefit of every factor that tends to widen and emphasize the influence of a city in its surrounding retail trading territory. It is centrally located. It is the focal point of a remarkable network of transportation facilities. It is entirely free from topographical trade barriers. It is Indiana's largest city. It is the state capital. It is Indiana's most important city from the standpoint of financial, retail and jobbing activity. It is, in short, the natural gateway and one avenue of approach to the Indianapolis Radius. Advertising effort concentrated in Indianapolis reaches the entire market quickly, effectively and economically.



Member of the 100,000 Group of American Cities

THE INDIANAPOLIS NEWS

1st in Indianapolis for 36 consecutive years

New York: DAN A. CARROLL
110 East 42nd Street

DON U. BRIDGE
Advertising Director

Chicago: J. E. LUTZ
Lake Michigan Bldg.

"Two questions have always been helpful to me at Board Meetings. Are we going forward? And in the right places?"

LORD WANDERFOOT

(NOW TRAVELING IN THE UNITED STATES)

Within a few short weeks millions and millions of dollars will be seeking merchandise. Millions and millions of people will be scanning the merchants' counters and the shopping news in the local papers.

The CITIES are the KNOWN markets today. The newspapers are the accepted buyer's guide. Behind the scenes of the city markets and city sales is the Boone Organization.

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The work of this organization is ordered and orderly. It informs out of FIRST HAND knowledge. It gathers its own facts and figures. It brings accurate intelligence of market opportunities right to the sales-executive's desk. It saves your time and your money. And prevents a waste all business tries to avoid—the waste of needless conjecture.

CALL THE BOONE MAN

RODNEY E. BOONE ORGANIZATION
INTERNATIONAL MAGAZINE BUILDING
57th STREET AT 8th AVENUE, NEW YORK CITY

CHICAGO
Hearst Building

BOSTON
5 Winthrop Square

PHILADELPHIA
Fidelity Philadelphia
Trust Building

SAN FRANCISCO
Hearst Building

DETROIT
General Motors Bldg.

ROCHESTER, N. Y.
Temple Building

DAILY

New York Journal
Boston American
Albany Times-Union
Detroit Times

Syracuse Journal
Rochester Journal
Washington Times-Herald

Chicago American
Baltimore News
Omaha Bee-News
Atlanta Georgian

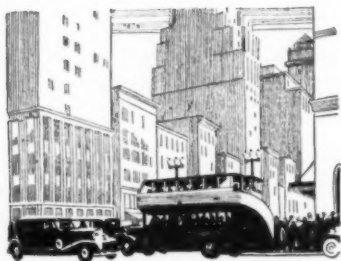
SUNDAY

Boston Advertiser
Albany Times-Union
Detroit Times

Syracuse American
Omaha Bee-News
Washington Herald

Baltimore American
Rochester American
Atlanta American

IN AN ERA OF "DRAMATIC" VALUES *What of Detroit?*



In a period of careful buying newspaper advertising is better read and has more potential power than in an era of spendthrift accumulation of goods. If you doubt this, come to Detroit and see what the stores are doing. Whenever attractive merchandise has been advertised through the columns of The Detroit News response has been more than ordinarily good. Where are the frightened buyers of yesterday? Well may you ask. Here in Detroit we have records of extraordinary sales in every line of retail business. For details just write. National advertisers should certainly

be equal to the occasion. Remembering that this is America's fourth market, with an awful lot of people who still drive cars, rent apartments, go away for the summer, give parties, drink ginger ale, belong to clubs, and that there are still some sleek-looking ocean-going yachts moored in the Detroit River, why not try to get some of this market's safely deposited bank notes? A campaign of dominating proportions can be placed in The Detroit News to cover all the financially able homes at exceedingly low cost, milline rate or any other way you figure it.

The Detroit News

Member 100,000 Group of American Cities

New York

THE HOME NEWSPAPER

Chicago

I. A. KLEIN, Inc.

J. E. LUTZ

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of coverings for roofs," says Mr. Perkins, "there is confusion. Roof paint, which is a preservative and not a body to fill holes, often is used to do work which only roof coatings of asphalt and asbestos or tar and asbestos can do. To tell clearly the work of roof coating is our first task.

"Our second is to meet the three types of competition that exist in this field. The first of these is competition with jobbers' private brands. The second form of competition is that encountered in the case of building supply houses that purchase all roofing products in car lots from a roofing paper manufacturer and buy roof coating from the same source in order to help out carload orders. Finally, there is the competition with general or paint mail-order houses selling direct to the consumer.

"To straighten out the existing confusion between roof paints and roof coatings among consumers and trade, and to carry the story of our Rutland product to jobbers using private brands or buying from manufacturers supplying other roofing products, we brought our current national advertising campaign into existence. Both of these objectives could, we believed, be achieved together through proper advertising."

The first step was to work out the actual handkerchief test. With this convincing presentation of its roof coating story, the company then went to leading jobbers handling Rutland products, gave the demonstration before the executive most interested and asked him for a description of the demonstration in his own words.

"Our basic thought," says Mr. Perkins in explaining how the advertising eventually took the combination demonstration-testimonial form it did, "was to build up jobber connections in the paint and hardware trade. For nearly fifty years, in good times and bad, we have adhered very rigidly to a stated policy of not selling to mail-order houses or chain stores. We have no 'inside discounts.' During these years it has been our policy to protect the independent mer-

chant from cut-throat competition and to assist him in stabilizing his profits. This policy we have kept in effect through jobbers, never selling direct to consumers and only selling direct to dealers where there is no jobber to supply their needs.

"Our first effort to make the new demonstration most effective was, naturally, through the distributors with whom we had worked for so many years. Having shown them the demonstration and having received their approval and their testimonials, our second effort was to use these to convince other jobbers that such leading distributors would not feel toward our nationally advertised product as they did unless both product and merchandising policies merited such feeling. The best way to reach the jobbers not sold on our line was, we felt, to combine the demonstration of the product—to tell the merchandise story—with the testimonials of our leading jobbers—to tell the policy story.

"An additional effect from this series is that, though it goes so effectively to the jobber, it appears to be for all practical purposes an out-and-out consumer advertisement with as much appeal to the home owner with a leaky roof as any other roofing advertisement we have used. By tying-in a coupon calling for a consumer booklet, we make each advertisement do duty as consumer copy as well as copy for the jobbers we want to interest."

The ingenuity which this concern has put into its present campaign which is backed by monthly mailings to the trade is typical of its general activities. For the company has had, in the case of practically every one of its products, to create and develop its own market rather than to fill some crying need.

Starting with stove lining as its first product, the company had the foresight to see that with gas stoves and electric ranges growing in use, the market for stove lining would decrease. In 1906 patching plaster was brought out, and since its introduction the formula has

Whereas Youth—

What age has striven mightily to get—it keeps. Whereas youth, full of vim reckons not at all the cost of its emoluments and blows all it gets with a fine disregard for the future. And why should youth ponder rainy days ahead—someone else has always held the umbrella in the past.

Of course, youth learns in time to tuck away a dollar here and there—but youth pays well while it learns, and is the richest slice in any market for all save vendors of trick teeth and long-sleeved nighties.

And that, advertisers all, is why the Chicago Evening American rates a prominent place in every Chicago advertising schedule. Edited to win youth's early interest and then hold it through the years, its great circulation leadership in its field leaves no room for question of its larger potential selling power.

CHICAGO EVENING AMERICAN

a good newspaper now in its
ELEVENTH YEAR of circulation
leadership in Chicago's evening field.

National Representatives:

RODNEY E. BOONE ORGANIZATION

been tested and improved many times. During the war the company built up a large business on waterglass, used as an egg preservative, and while this business subsequently has declined, other new products have taken its place. These include roof coating and, as a later supplement to the roofing products line, asphalt paint, which is extensively used on metal surfaces. In addition, a ready-to-use concrete patcher has been developed and is now being advertised in conjunction with its older companion product, Rutland Patching Plaster. No product has ever entirely dropped out of the picture, but always the company is developing new markets, with patching plaster the mainstay of the line.

Against the background of Rutland Patching Plaster the other products from stove lining down through pipe joint cement, boiler covering, and furnace cement, have carried on their merchandising existence. Consistent small-space advertising of the patching plaster first sold consumers and then changed the habits of professional plasterers so that instead of carrying mixings around they now carry Rutland. The result of this steady effort has been that today patching plaster and Rutland are practically synonymous terms, with the other items in the line taking advantage of the good-will created by the plaster.

Wm. C. Popper & Company Appoint R. S. Spitaleri

R. S. Spitaleri has been appointed supervisor of the gravure division of Wm. C. Popper & Company, New York and Philadelphia. He has been with the Rotoprint Gravure Company. D. R. Myers remains as president of the Philadelphia Gravure Corporation, the name of the gravure division, and Julien J. Proskauer as vice-president in charge of the gravure division.

Consolidate Chicago Agencies

Blackett-Sample-Hummert, Inc., and Crowell, Crane, Williams & Company, Inc., Chicago advertising agencies, have consolidated. The combined agencies will operate as Blackett-Sample-Hummert, Inc. Officers are Hill Blackett, J. G. Sample, E. F. Hummert and L. A. Crowell.

American Exports to Europe Gain in First Quarter

Europe purchased 51.2 per cent of all American exports in the first three months of this year, which was the largest proportion taken by Europe in any quarter in the last five years, as shown in a review of foreign trade published by the Foreign Commerce Department of the Chamber of Commerce of the United States.

It is pointed out that "in the corresponding quarter of 1930 sales to Europe amounted to 48.8 per cent of our exports. Asia's share in our export trade also increased from 12 per cent to 13.6 per cent.

"Exports to the United Kingdom, Canada, Germany, France, the Netherlands and Belgium declined in about the same relative proportion—approximately a one-third decrease in each case. The value of exports to Russia and Japan showed the smallest declines among the ten chief markets, 2 per cent and 20 per cent respectively. Sales to Soviet Russia mounted to \$44,000,000 and advanced that country from seventh to fourth rank among our chief customers."

Stedfeld Agency Appoints

Miss Eleanor Goldstein has been appointed production manager of The H. L. Stedfeld Company, New York advertising agency. She was formerly with Addison Vars, Inc., and Alfred J. Silberstein, Inc., New York, in a similar capacity.

J. Martin Weber, who has been with the Stedfeld agency for the last year in an art and production capacity, has been made art director.

Electromaster to Holden, McKinney & Clark

Electromaster, Inc., manufacturer of Electrochef electric ranges, has appointed Holden, McKinney & Clark, Inc., Detroit advertising agency, to direct its advertising account.

Radio Account to Hanff-Metzger

The Pilot Radio and Tube Corporation, Lawrence, Mass., has appointed Hanff-Metzger, Inc., New York advertising agency, to direct its advertising account.

Has Dental Gold Account

The Williams Gold Refining Company, Buffalo, N. Y., manufacturer of dental golds and specialties, has appointed Addison Vars, Inc., advertising agency of that city, to direct its advertising account.

Death of J. V. Simms

John V. Simms, former general manager of the Charlotte, N. C., *Observer*, and, at one time, co-publisher of the Raleigh, N. C., *Times*, died at Charlotte, N. C., on June 27.

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PUTTING "PEP" into PRINTING

PUTTING "PEP" into printed
advertising means mixing
brains with printers' ink.

An odd shape or unusual
bit of designing; an un-
common color combination
—any or all of these will
help to move the goods off
the shelves.

It's worth a try.

CHARLES FRANCIS PRESS

Printing Crafts Building

461 EIGHTH AVENUE • NEW YORK



Cosmopolitan

offers you a

new ★

exclusive ★ ★

economical ★ ★ ★

effective ★ ★ ★ ★

use of color

★ available Oct. 1931 issue, closing July 25

★★ not possible to obtain elsewhere

★★★ only \$400 more than color and black

★★★★ See August COSMOPOLITAN, and
write for new booklet showing suggested
layouts

STUDY the pictures in the August COSMOPOLITAN. Here is a *new*, vivid use of color, developed by COSMOPOLITAN in its editorial pages, *now* ready for advertisers.

For picking out a trade-mark, for focusing attention on an essential detail of design or construction, for showing an unusual use for a product, for bringing out a sense of motion, for high lighting, or any other emphasis, this new color service will perform amazingly well.

And perform at a very small cost. Two or even three colors and black cost only \$400.00 more than black and one color. *For \$5900 we will print your page advertisement in three colors and black and put it before the eyes of one million, seven hundred thousand well-to-do Cos-mo-pol'i-tans who read the magazine month after month. The two-column rate is \$4400—another attractive proposition.*

You get the effect of four-color work at this low rate, and you need *only two sets of plates*, one for black—the other for *all* the colors.

Again this distinct advance in the art of magazine printing proves, *"There is no other magazine with which to compare COSMOPOLITAN—just as there are no other people who can compare with its readers who are cos-mo-pol'i-tan at heart."*

THE era of buyers' hesitation from which we are just emerging has brought its lessons to the watchful.



TRUE, the world was slowed up somewhat in economic progress, but it has advanced its knowledge of how to overcome business obstacles.



THE advertiser who was content with just coverage is today counting the cost . . . and counting it carefully. Not the cost per unit of circulation, but the cost per line per dollar of potential purchasing power.



THE number of dollars which can be contacted by the sales appeal, rather than the number of people, is of prime con-

sideration when preparing advertising plans.



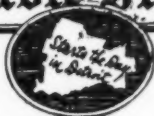
THE Detroit Free Press offers the most economical method of reaching the purchasing power of the Detroit market. Every dollar invested in this newspaper will influence more dollars of ready money than in any other Detroit newspaper.



MORE than a century of service, and TODAY the Free Press presents the method of selling Detroit without waste.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

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How to Move the Business Flywheel Off Dead Center

Advertising Is Partly to Blame for Present Conditions—It Can Do Much
Toward Getting the Machine Started

By a Banker

WE are hearing a great deal these days about basic economic reform for these United States. We heard less about this in 1928. Then most writers and speakers were willing to admit that American Business and the Republican party had just about rounded off the final solution of all economic problems. America was the Promised Land, to which Aaron Coolidge and Moses Mellon had led the Chosen People of God. I don't say this cynically. Mr. Coolidge knew it wasn't so and Mr. Mellon knew it. The former was setting an example of frugal personal habits. The latter was begging anyone who would listen to go easy on stocks and buy a few bonds.

I am blaming the crowd-pandering publicists who told people that everything was all right when gambling and extravagance were popular and who now tell people that everything is all wrong because every individual in their audience will applaud the statement that his particular troubles are not his particular fault. Both of these attitudes were and are pernicious nonsense.

As a matter of fact, the man who is spending the proceeds of a pawn ticket on a big evening may feel all right, but he isn't necessarily in any better basic shape than the "vet" who is sticking close to his apple-stand on a wet corner.

If we are economically diseased today, we were just as ill in 1928. If we are bankrupt in leadership today, we were just as masterless then.

Talking about it then might have helped us. Talking about it now only slows up recovery by setting men, who should be individually straining their every nerve, to hunting around for some George or other who will do it for them.

America is a nation of gamblers. I, for one, am glad of it. No other kind of people would have come to America in the first place. It took the gamest kind of dead-game sports to make this country what it is. And when that spirit dies, I hope my last descendant will have died ahead of it.

The banker is right when he speaks of speculative market gambling as the root of all our present economic evils. As a banker, speaking to business men, he has important, sound and constructive suggestions for cure. As a banker, speaking to publicists, I venture to add a word.

Selling Stocks—a Well-Advertised Business

No business that ever existed in the history of the world has had so much advertising as the business of selling securities on the New York Stock Exchange—or paid so little for it. Business as a whole—your business, my business—whether we sell shoes or ships or sealing-wax' or cabbages, is somehow said to be bad or good when the bond and stock business of Wall Street goes up or down.

Certainly Wall Street has, or should have, its finger close to the nation's economic pulse. But isn't it rather insane that a bad day for the bulls on the Southern tip of Manhattan Island should cause 100,000,000 Americans to cancel their orders, fire their help, button up their pockets, bury their savings in the backyard and carry cyanide of potassium in their vest-pockets? I think it is.

I don't for a moment deny the truism that when a nation overspends at one time, it must be expected to underspend at another. But I do feel that the broadcast, universal, front-page publicity given the bull market of 1928 and

1929 was bad advertising and that the universal, front-page publicity given the bear market of 1930 and 1931 is equally unfortunate.

If I were editing a newspaper for the American reading public, I would do just what other newspaper editors have done. I am not here to advocate prohibitory regulation of stock market publicity. God knows, we have enough prohibitory regulation as we stand. I do urge some competitive publicity to counterbalance stock exchange news. I do think that advertising, and particularly bank advertising, should do its best to stabilize our economic jigsaw.

I seriously recommend to bankers that they advertise caution and thrift when the next boom comes. I would even be glad to see them save a little of their present refrigeration power for the next sunny day, and not blow quite so many icy blasts across the winter of our discontent.

The Morning After Is Often Too Late

The time to warn a man against the bottle is the night before and not the morning after. Indeed, if the night before has been sufficiently uproarious, the wise physician may think it better to give the patient a little whiskey with a dash of absinthe in it than to tell him he has ruined all his prospects in life, as he stands trembling at an open window.

Advertising, and particularly bank advertising, should have counseled prudence by precept and example in the days of over-speculation, over-spending and over-confidence. Advertising, and particularly bank advertising, should foster confidence and also courageous effort today.

If every commercial advertising appropriation during 1928 and 1929 had been reduced 20 per cent, and if that 20 per cent had been deposited at savings bank interest in the banks of this country, we would have a splendid fund right now to find, create, mobilize and utilize demand.

If bank advertising in 1928 and 1929 had been sufficiently effective

to make every American save and wisely invest one day's pay a week, we would not now be wondering where purchasing power was hiding.

But, after all, what is the use of taking up valuable time and space with preachments about what we ought to have done in the last boom or what we ought to do in the next?

Paraphrasing Mr. Kipling: Let us admit it fairly, as a business people should. We have learned one hell of a lesson. It will do us no end of good. Not in a single instance, or in one direction, or twain, but conclusively, comprehensively and several times and again, were all our most cherished illusions knocked higher than Gildroy's kite. And it taught us a jolly good lesson and it serves us jolly well right. It was our fault and our very great fault and now we must turn it to use. We have fifty million reasons for failure and not a single excuse. And the more we work and the less we talk, the better results we shall get. We have gone to hell for a lesson. This lesson may teach us something yet.

"All right," somebody may say, "we are ready to go to work, but give us the work. If we polish these doggone apples any harder, we will rub the skins off."

Three Working Platforms

Here, then, is the work I suggest:

First, I urge each man, woman, store, business house, factory, railroad, bank and peanut-stand to spend as much time as he has and as much money as he can in making himself, his organic structures, his mental processes, his abilities and his products a whole lot better. Not bigger, for the time being, but better.

Second, I recommended activities and expenditures based on belief in the United States as a good, permanent market for supplies, services, luxuries and amusements of all kinds.

Third, I urge the greatest possible use, within the limits of sound, long-shot business sense, of

JACKSONVILLE, FLA.

New York Chicago Philadelphia
Los Angeles San Francisco



July 9, 1931

FIFTH MARKET OF THE NATION

Welding a 389-mile Link for Advertisers

AIRPLANE, train and truck constantly challenge distances in Florida. So there is no major problem in speedy circulation service to Florida Population Area No. 4, although it is 389 miles from Jacksonville to Pensacola.

At this western extremity, as in Jacksonville, readers of "Florida's Foremost Newspaper" have contact with all advertising placed before this important, unified state market. Just these two points represent 37,895 families.

They require 32,120 copies of The Florida Times-Union each morning, to satisfy their newspaper demand.

The Florida Times-Union
JACKSONVILLE, FLA.

Represented Nationally by
REYNOLDS-FITZGERALD, Inc.
New York Chicago Philadelphia
Los Angeles San Francisco



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men and material in advertising and selling effort. I consider this economically sound advice, because such expenditures will create purchasing power without creating goods, and, further, because such activities will wear out existing machinery and consume existing material rather than increase our present plant capacities and pres-

ent stocks of unconsumed goods.

Admitting that such effort may cost more today, in proportion to results, than would have been the case during the boom, I know, if I know anything, that such effort and such effort alone, will give the great flywheel of our whole economic machine the push it needs to move it off dead center.

Angles on Space Buying

"Smart" Space Buyers Are Evolving into "Wise" Space Buyers

By F. T. McFaden

Space Buyer, Cecil, Warwick & Cecil



THIS series of articles has covered everything from suggestions that contact men should buy their own space, to how space salesmen should sell. To my knowledge, however, no one has given any suggestions as to the mental attitude of the space buyer.

From what is told me, it must have been the fashion in bygone days—those days before the A. B. C.—to be a hard-boiled space buyer. Establishment of a Bureau could not change human nature overnight. So, we evolved from "hard boiled" to "smart." By a "smart space buyer" we mean one who is a good debater. A person who could readily give a logical reason for *not* using a publication

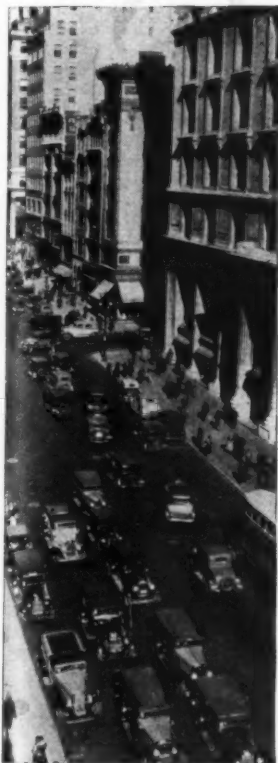
whenever the representative gave a fair reason *for* using the publication. One who could readily catch a representative in a misstatement and didn't pass up the chance to make him squirm as a result. One whose mind was apt to be keyed to rebuttals.

Isn't the evolution now from "smart space buyers" to "wise space buyers"?

One of the first requisites of a "wise space buyer" is to be a good listener. By being a good listener we encourage the salesman to talk. We find he eventually gets around to telling what he himself believes, rather than a parrot-like repetition of a canned sales talk with answers to the objections cataloged on page six or eight, as the case may be, of his brain cell. We have to be good students of human nature, knowing when a salesman is sincere and when he is chattering. We have to be patient. Not every salesman is endowed with the ability to present his story in a concise manner. We have to approach the interview with the desire to learn something from it and many times it is hard to dig it out.

All in all, it perhaps means we have to be sympathetic. Rather than endeavor to outwit the salesman, we try to help him sell. All of this takes time, and too often we have less time than anything else, but we have to remind ourselves it is our clients' money we are spending and we can't hurry too much or we might overlook a rich field.

..because it's NEW YORK'S MOST INTERESTING NEWSPAPER



Over 100,000 more New Yorkers have changed to the New York American in the last four months — more than have gone over to any other morning paper in town.

And the stores where New Yorkers do their shopping—sent a greater increase in advertising to the American in March, April, May and June than to any other standard size morning paper.

Two mighty significant facts in the face of the new set-up in the New York morning field. Facts that bring home the mighty profitable business to be gained from the more than 300,000 New Yorkers who can be reached more effectively through the American than any other New York newspaper.

NEW YORK AMERICAN

New York's Most Interesting Newspaper



GAIN...



... 951,179 lines in the
first six months of 1931!

THE NEWS

NEW YORK'S PICTURE NEWSPAPER

220 EAST FORTY-SECOND STREET, NEW YORK

Tribune Tower, Chicago + Kohl Building, San Francisco

Worcester, Massachusetts**A \$33,000,000 APPETITE**

Worcester likes to eat, and eat well. 26% of the money spent at retail in the city of Worcester is spent for food. \$28,463,027 is spent in the grocery and meat stores of the city; the restaurants do a business of \$4,373,458, making a total of \$32,836,485, with no figures recorded for hotels and boarding houses.

(The above are official figures from the U. S. Census of 1930.)

In this great market of families whose better-than-average incomes encourage a high standard of living, The Telegram-Gazette completely dominates the advertising situation. Of all the families in Worcester and the average 18-mile suburban area who regularly receive a Worcester newspaper, The Telegram-Gazette maintains everyday, home-effective coverage of 85.33%.

Average Net Paid Daily Circulation 105,559

Here are listed 26 of the 104 National Food and Grocery Product Advertisers who in 1930 used The Telegram-Gazette EXCLUSIVELY in appealing to Worcester's \$33,000,000 appetite.

B & M Beans
Chase & Sanborn Coffee
Chicken of the Sea Tuna
Crisco
Delano Potter Tea & Coffee
Dole's Hawaiian Pineapple
Formosa Oolong Tea
Gorton's Fish Products
Gulden's Mustard
Heinz "57" Products
Horlick's Malted Milk
International Salt
Ivory Salt

W. K. Kellogg Co.
Kraft Phenix Cheese Corp.
Lea & Perrins Sauce
Lipton's Tea
Maxwell House Coffee
National Biscuit Co.
Nucoa
Pabst-ett Cheese
Shredded Wheat
Sunshine Biscuits
Tetley Tea
Welch's Grape Juice
Underwood Deviled Ham

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco

Economics as Advertising Copy

The Pusey & Jones Corporation Executes an About Face in Advertising Appeal

DURING all this time when the poor and the middle class have been accused of keeping the depression going because they held on to their money too tightly there is something decidedly and distinctly refreshing about the recent Pusey & Jones copy. This big shipbuilding corporation has been producing boats for Americans since 1848. Prior to 1928, private yachts for American owners were being built abroad in far greater proportion than they are today due to the fact that there was no duty imposed upon pleasure craft. In that year a 33½ per cent duty on all foreign-built vessels was put into effect.

During the year 1928 the Pusey & Jones advertising was confined to marine publications and direct mailings to architects, many of whom wrote for blue-prints to forward to their own prospects. These requests from marine architects for blue-prints, and other indications in added sales, gave ample evidence that the campaign was effective. During 1929 and 1930 this company built four unusually large yachts—*Rene*, 236 ft., for A. P. Sloan, Jr.; *Cambriona*, 236 ft., for W. O. Briggs; *Lotosland*, 205 ft., for Col. E. A. Deeds; *Nakhoda*, 236 ft., for Fred J. Fisher. Full-color plates from oil paintings of these boats were featured in a series of advertisements appearing in a list of class publications which, together with a de luxe brochure mailed to a list of wealthy men, constituted this firm's marine advertising for 1930.

Then came 1931, and there was noted a new growth of enthusiasm

with which very rich people began holding on to their money. The realization of the tendency on the part of rich people, who could well afford to buy yachts, to "economize," even in things as small as



"There goes our meal-ticket!"

No labor-displacing machine has yet been invented to hang out a yacht. This is the composite product of a hundred different skilled craftsmen, working with their brains, eyes and hands. And many of them are employed directly or indirectly in the building of a modern power yacht than in the laboring of a thousand automobiles.

These skilled workmen, in spite of mass-production methods, are still the backbone of America's industrial supremacy. Their talents, their experience and their place in our economic system must not be allowed to go to waste.

The average man doesn't have the buying power to purchase a small luxury purchase as economically "ready-made" products. But there are individuals who, by a single order now, and without waiting for anybody else, can get value and give employment to thousands of men more skilled workmen in various of different crafts...creating payrolls which they will at once spend in ways that increase employment for manufacturing concerns throughout the country. And the quicker this "Circle of Prosperity" is put into effect, the sooner will your own business feel the results.

Where else, is the logic in purchasing your pleasure yacht in deference to "business conditions"? Perhaps your usual architect is selling your decision.



THE PUSEY AND JONES CORPORATION
Wilmington, Delaware, U. S. A.—Shipbuilders Since 1848

shoes and automobile tires, persuaded the company that a new advertising appeal was called for. It seemed to the company and its advertising advisors that the man who wanted a yacht and could well afford to buy one had to be given a real reason or an excuse before he could be expected to purchase a spectacular luxury in the face of 1931 conditions. Careful consideration of this bar to selling of high-priced yachts led to copy which, using economics as its background, appeals to the rich man's sound business judgment. One piece of copy suggests that the man who buys a yacht is a contributor to a

hundred industries. The copy points out:

Luxuries that a rich man can afford are an economic benefit to the nation: a spreading of employment and spending that reaches thousands or tens of thousands of people—immediately. "The man in the street" can't afford to make this kind of a purchase, but there are men who have the money, and who want to do something that will help start the wheels turning in the right direction—something that will point conditions really upward. And if their hobbies lie in roaming the seven seas, we maintain that their orders for yachts that aren't urgently needed do more for prosperity than orders for new factories that aren't needed at all. A yacht isn't expected to earn a profit, nor does it compete with anything in a country that is suffering now from excessive competition.

It is impossible to conceive of any single order which brings together the number and variety of workers as does the purchase of a yacht. Into its building and furnishing enter a thousand-and-one trades—from miner to mariner.

The satisfied purchaser of a new yacht is shown in another piece of copy, telling his friends: "83 per cent of what my boat costs was paid to American workmen." This copy goes on to point out that there was no premeditated philanthropy or conscious effort of aiding industry in the buying of a yacht. But that the very nature of the luxury made its purchase felt in many specialized trades from the miner who blasted out ore for the plates to the decorator whose fabric and colors went into the finishing of her salon.

If skilled workers are the mainstay of America's industrial supremacy, was the copy's thought, more of them are employed directly or indirectly in the building of a modern power yacht than in the production of many automobiles. Luxuries which the wealthy can afford are an economic benefit when they go into a product such as a yacht which employs American workmen, was the copy's general appeal. As the copy said at the end, "We submit then, that the man who wants a yacht, and can afford a yacht, is today faced with an opportunity to do something really worth while, something that will help start the wheels turning

in the right direction. Think it over, consult your naval architect and go ahead with your original plans."

Some of the copy was slightly competitive in that it pointed out how the purchase of a yacht would do far more for industry than the purchase of a necklace or other precious jewels. Economics came in strong when it was advertised that the purchase of an eagerly sought old master or a necklace of matched pearls entails the exchange of important money, yet profits no one but the seller, sends no workers back to their trade and adds nothing to the activity of those who spend to make work for others. The copy said that more than 80 per cent of the cost of a yacht goes for labor "right down the line from the men who mine the metal to the steward who serves your guests."

It is to be noted that the advertiser is a shipbuilder and not a naval architectural firm. It advertises for the prospect to see his naval architect. It is another example of a campaign which might have been prepared for an association of naval architects or shipbuilders. Naval architects have sent many favorable comments and it is understood that the advertising has also pulled numerous inquiries from the class of people to whom it is addressed.

"Quink"—a New Parker Pen Product

The Parker Pen Company, Janesville, Wis., has organized a subsidiary division to manufacture writing ink. Manufacturing operations are now under way and the product is being marketed through the regular Parker pen salesmen. W. A. Rucker, of Chicago, has been engaged as sales manager of the ink division. The product was sold for a short time under another trade name in a test campaign but is now being sold under the trade-name "Quink," meaning a quick drying ink. An attractive bottle and package have been designed for the new product.

Has Air Transport Account

Eastern Air Transport, Inc., Brooklyn, N. Y., maintaining an aerial passenger and mail service from New York to Miami, has appointed Churchill-Hall, Inc., New York advertising agency, to direct its advertising account.

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Something Has Happened
In PITTSBURGH

FIRST in National Rotogravure Linage

Sun-Telegraph **GAINS**
29,747 Lines

The Story
in 1930



The Story
in 1931



For the first six months of this year, the Sun-Telegraph carried over 7,000 more lines of rotogravure national advertising than the other Sunday newspaper, and exceeded its own record for the entire year of 1930.

Here are the figures for corresponding six months' periods:

	*1931		1930	
Sun-Telegraph	63,760	52.9%	34,013	26.8% 29,747 Gain
Press . . .	56,730	47.1%	92,774	73.2% 36,044 Loss
Totals . .	120,490	100.0%	126,787	100.0%

*First five months' figures are from Media Records, June from our measurements.

Times Have Changed in Pittsburgh!

THE SUN-TELEGRAPH

The Sunday Sun-Telegraph Has the Largest Circulation Ever Attained by Any Pittsburgh Newspaper

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

Southern Newspaper Publishers Elect

MAJOR CLARK HOWELL, JR., business manager of the *Atlanta Constitution*, was elected president of the Southern Newspaper Publishers Association, at the annual meeting held last week



Clark Howell, Jr.

at Grove Park Inn, Asheville, N. C. He succeeds John S. Parks, of the Fort Smith, Ark., *Times-Record*, who served two terms as head of the organization.

Mr. Parks was elected chairman of the board of directors, succeeding the late Colonel Robert Ewing, of the New Orleans *States*. Walter C. Johnson, of the Chattanooga, Tenn., *News*, again was elected treasurer. Cranston Williams was re-elected secretary.

J. L. Mapes, of the Beaumont, Tex., *Enterprise and Journal*, was elected to the board of trustees as successor to Major Howell.

Members of the board of directors include the following: Alabama, J. E. Chappel, Birmingham *News and Age-Herald*; Arkansas, K. A. Engel, Little Rock *Democrat*; Florida, C. C. Carr, St. Petersburg *Times*; Georgia, H. V. Jenkins, Savannah *News and Press*; Kentucky, Emanuel Levi, Louisville *Courier-Journal and Times*; Louisiana, L. K. Nichol-

son, New Orleans *Times-Picayune*; Mississippi, J. H. Skewes, Meridian *Star*; North Carolina, H. Galt Braxton, Kinston *Free Press*; Oklahoma, E. K. Gaylord, Oklahoma City *Oklahoman*; South Carolina, F. C. Withers, Columbia *State*; Tennessee, J. G. Stahlman, Nashville *Banner*; Texas, J. L. Mapes, Beaumont *Enterprise and Journal*; Virginia, M. Botts Lewis, Clifton Forge *Review*, and West Virginia, J. H. Long, Huntington *Advertiser and Herald-Dispatch*.

Unanimous approval was given to the recommendation that a newspaper circulation manager be elected to the board of directors of the Audit Bureau of Circulations. This action supports the suggestion brought up at the annual meeting of the International Circulation Managers Association which seeks to have circulation represented on the ABC board.

Kills Bills on Outdoor Advertising

All bills purporting to tax or further regulate outdoor advertising in Pennsylvania were killed off in committee and did not come before the State legislature prior to its adjournment. The committees expressed the opinion that the existing laws having to do with outdoor advertising regulation were sufficient provided they were properly enforced.

F. C. Lowry Heads National Biscuit

Frank C. Lowry, president of Lowry & Company, sugar brokers, and for many years a director of the National Biscuit Company, has been elected president of the latter company. He succeeds Frederick Beers, who has become chairman of the manufacturing committee of the National Biscuit Company.

J. C. Cutting with Wilson & Company

John C. Cutting, formerly with the Batchelder, Snyder, Dorr & Doe Company, Boston, has joined Wilson & Company, Chicago, packers and provisioners, as manager of the publicity and advertising department.

New Business at Seattle

Frederick Duerr, formerly publicity and advertising director of the United National Group, Seattle, has started an advertising business at that city under his own name. John Taliaferro will be associated with him in the new business as an artist.

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CONCENTRATION

IT was the common thing for the itinerant peddler to get his market information from the Sheriff who knew everyone and their financial status. The merchant with his pack-burrow store even back in 1860 wasted no effort. He knew the value of concentrating on able-to-buy prospects.

Today, those selling the Cincinnati market profitably concentrate their selling efforts on able-to-buy consumers through the use of The Times-Star. They know Times-Star readers are all responsive, responsible and able buyers. They know that The Times-Star completely sells the true Cincinnati market at one low advertising cost.

THE CINCINNATI TIMES-STAR

HULBERT TAFT
President and Editor-in-Chief

Eastern Representative
MARTIN L. MARSH
60 East 42nd Street
New York



Western Representative
KELLOGG M. PATTERSON
• 333 N. Michigan Avenue
Chicago

MEMBER OF A. B. C.—100,000 GROUP—MEDIA RECORDS

...the reason is

RESULTS

● Food advertising revenue in True Story shows an increase of 59% for the first six months of 1931 over the same period last year.

● Total food billing for the first half of 1931 was \$472,000—or 81% of the entire 1930 revenue of \$585,000 from this same classification.

● During the first half of this year, True Story has carried 85 pages of food advertising compared to 111 pages in 12 issues of 1930.

● Read the recapitulation of food advertising in True Story over a 3½ year period on the opposite page—then ask your secretary to write for a copy of the complete tabulation.

RECAPITULATION OF TRUE STORY FOOD ADVERTISING

YEAR	NUMBER OF ADVERTISERS	TOTAL PAGES	ADVERTISING REVENUE
1928	8	16	\$ 86,625
1929	14	38	210,006
1930	33	111	585,500
1931 (1st 6 mo.)	40	85	472,416

CONSIDER

That 96% of the circulation of True Story is bought voluntarily over the newsstands at 25 cents. That means definite selected readership *every month* among those willing to read and able to buy *at that time*.

● That more than 80% of these buyers are young housewives who seldom, if ever, read any other magazine.

● That almost without exception, national advertisers in True Story report that True Story pulls the greatest number of inquiries at the lowest cost of any magazine on their respective lists.

Plan Exhibit of Mutual Insurance Advertising

A mutual insurance advertising exhibit is being planned in conjunction with the twenty-sixth annual convention of the National Association of Mutual Insurance Companies, to be held at Chicago from October 5 to 8. The purpose of the project is to stimulate greater thought and activity in the field of advertising by the several thousand mutual insurance companies in the country.

There will be three general divisions of competition—farm mutual companies, state and interstate mutual companies and a section open to all companies. In each of the first two sections will be two classifications—printed direct-mail material and direct-mail solicitation letters. Entries in both will be judged with emphasis on the merits of the message. In the section devoted to all companies, two classifications are likewise planned. The first is for company publications of all types, including house organs, policy-holders' bulletins and the like. The second classification is a general one for any type of advertising, including direct mail, newspaper and business-paper advertising, novelty advertising and so forth.

M. P. Luthy, of the Lumberman's Mutual Casualty Company, Chicago, is chairman of the committee in charge of the exhibit. J. J. Fitzgerald, of the Grain Dealers' Mutual Insurance Company, Indianapolis, and W. E. Straub, of the Farmers Mutual Insurance Company, Lincoln, Nebr., complete the committee.

Hahn Group of Stores Plans Campaign

Lyddon, Hanford & Kimball, Inc., advertising agency, has been appointed to direct the advertising of the Hahn Department Stores Corporation, New York, which is planning an advertising campaign on the group of Hahn stores as a whole. This advertising will be handled from the New York office of Lyddon, Hanford & Kimball.

W. G. Springer Appointed by Rankin

Walter G. Springer, recently director of sustaining sales of National Radio Advertising, Inc., has been appointed manager of the radio department of the Wm. H. Rankin Company, New York advertising agency. He was formerly director of public relations of the Columbia Broadcasting System.

R. P. Crane Leaves Lord & Thomas and Logan

Robert P. Crane has resigned as vice-president of Lord & Thomas and Logan, Inc. He has been with the company for the last twenty-one years, for eleven years as co-manager on the Pacific Coast and, most recently, as vice-president with headquarters at the New York office.

Type Board Passes on Additional Type Faces

At the meeting of the National Board on Printing Type Faces, held on June 23, the following type faces were accepted and recommended to the printing industry:

In the flat serif group: Girder, sold by the Continental Type Founders Company and Stymie, designed and cast by the American Type Founders Company and, in the round serif group: Weiss Family, cast and sold by the Bauer Type Foundry, Inc.

The National Board of Printing Type Faces is composed of members appointed by the American Association of Advertising Agencies, American Institute of Graphic Arts, Art Directors Club of New York, Society of Typographic Arts, Chicago, and the Advertising Typographers of America. It passes on and recommends types which, in its opinion, are deserving, from the standpoint of beauty and legibility, of wide use.

C. O. Tatham Returns to Ontario Paper

C. O. Tatham, formerly of Coles and Tatham, investment firm, has been appointed business manager of the Woodstock, Ont., *Sentinel-Review*. He was, at one time previously, with the *Sentinel-Review* as advertising manager.

Joins Judson Radio

George Couper, Jr., formerly with radio station WBBM, Chicago, and, later, president of the Monarch Radio Company, of that city, has joined the sales staff of the Judson Radio Program Corporation, New York. He was also, for two years, commercial manager of station KWKH, Shreveport, La.

Appoints Porter Agency

F. E. Berry, Jr., & Company, Inc., Boston, manufacturer of Quietair window mufflers, has appointed The Porter Corporation, advertising agency of that city, to direct its advertising account. Class publications and business papers will be used.

Gustorf Joins Tilo Roofing

Frederick Gustorf, formerly with the college department of the McGraw-Hill Book Company, has been appointed sales promotion manager of the Tilo Roofing Company, Inc., New York.

New Account to Brooks

The Southern Oak Flooring Industries have appointed the Robert H. Brooks Advertising Agency, Little Rock, Ark., to direct their advertising campaign. Direct mail is now being used.

R. S. Smith Joins "Time"

Ruel S. Smith has joined *Time*, New York, as assistant promotion manager. He was formerly with Doremus & Company, advertising agency, at New York.

9, 1931

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MODERN PHOTOGRAPHY IN ADVERTISING NO. 3

RUTH NICHOLS



Reproduced by courtesy of Borden's Farm Products Co. Inc. Agency: McCann-Erickson Inc.

Mrs. Ruth Nichols is one of a growing number of women photographers who are bringing the feminine touch to modern camera art. This insert, the third in a series by International Paper Company, shows some of the charming and unusual studies of children, for which she has gained a considerable reputation.

Now who could fail to be attracted by the charming, childish attitude of this little tyke—one of the series used for Borden's in a highly successful rotogravure campaign placed by McCann-Erickson?

The photograph at the right is reproduced by courtesy of the Woman's Home Companion

Can't you imagine the delighted "Oohs!" and "Ahs!" this picture aroused from rotogravure readers throughout the country? It is a good bet that at least half of those who saw it stopped to comment and showed it to somebody else. And beside the attention she attracted, the little girl about to spoil that clean white dress with the muddy garden hose helped Young Rubicam spread the gospel of Fels Naptha Soap.



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A picture of childish glee, used in the gravure section of the Woman's Home Companion, as well as in the "Young Lady Taking a Bath" on the next page, the Blackman Co. used in a campaign for Ivory Soap, Ruth Nichols has the naive charm and appeal of childhood.

These pictures are particularly alive and convincing when reproduced in Rotogravure. International Paper Company's gravure papers are made to suit exactly the requirement of Rotogravure printing. In Rotogravure, remember that "Paper is the base of the job".

photograph at left is reproduced by courtesy of Fels & Company. Agency: Young & Rubicam.

INTERNATIONAL PAPER COMPANY
220 EAST 42nd ST., NEW YORK C



Reproduced by
Proctor & Gamble
The Blackmen C

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How We Collect Dealer Accounts

A Series of Collection Letters That Keep Bad Account Losses Down to Less Than Six-Tenths of 1 Per cent

By L. F. Rosenberger

Credit Manager, The Coleman Lamp and Stove Company

P**R****O****M****P****T** regular follow-up with an attitude of friendly insistence represents the basis of successful dealer collections as definitely established and verified by our record of less than six-tenths of 1 per cent of gross sales average charge off to bad accounts over a period of several years.

Regardless of the apparently much over-stressed suggestion of "oversight" issued from most collection departments as regularly as accounts remain unpaid past the due date, it is undoubtedly true that many dealers do at least "neglect" to mail checks in payment of their accounts, even when they are in position to do so.

For this reason, we follow the usual procedure of "reminding" our delinquent dealers about the tenth of each month of the amount past due. And yet—realizing that these same dealers will probably receive the usual "no-doubt-you-have-overlooked" letters from numerous other wholesalers and manufacturers at the same time our "reminder" arrives, our approach is somewhat different. Perhaps that explains its effectiveness. The response, thus far, is very gratifying. At the top is printed "Just a Friendly Reminder" and it reads:

You have so many things to attend to just now that our statement of your slightly over-due account has doubtless been overlooked. We feel certain this friendly reminder will bring an equally friendly remittance.

CREDIT DEPARTMENT,
THE COLEMAN LAMP AND
STOVE CO.

This form is arranged for speed in typing date, name, address, and amount with the greatest ease and efficiency. It is printed on a "loud" golden-rod sixteen-pound paper stock. The line reading "Just a Friendly Reminder" is printed in rich and contrasting red. No chance for this collection notice to

lay unnoticed and unseen on the much-littered and untidy desk of the typical slow-pay dealer.

The wording is perhaps overly "friendly"—but they like it—these dealers who pay first where they feel most welcome.

About the twentieth we notify the dealer of our policy concerning drawing of sight drafts covering all accounts more than thirty days past due, as follows:

A few days ago we wrote you suggesting payment of past due invoices on your account.

These invoices total \$.....

Inasmuch as it is our established policy to draw sight draft covering all invoices thirty days past due and unpaid, we trust it will be satisfactory for us to draw on your local bank for the above amount, should your remittance fail to reach us before

This letter has proved most effective, first because it carries something of a "jolt" as compared to the "Friendly Reminder" which has probably rested complacently on the dealer's desk for several days, and, second, because few dealers of average financial standing relish the thought of a personal request from the local bank for payment of an overdue obligation.

Accounts remaining unpaid about eight days after the draft notice letter is mailed are drawn on without hesitancy, provided the amount is over \$10. Accounts under that amount receive the following "small-account" letter:

It seems we have not received remittance requested in our letter of a few days ago. We notified you then that sight draft would be drawn through your local bank, should your check not be received by about that time.

Yet, we do not believe you would want us to draw draft for such a small amount and are naturally wondering why check has not been received.

If, for any reason, this account does not appeal to you as being just and correct, please write us, giving full details, by return mail,

so proper adjustment may be made of any differences which may exist.

To allow ample time for your reply to reach us, we are marking our files ahead to and trust your check or explanation will be received prior to that date.

Amount Due \$.....

Sight drafts, when accompanied by an advance fee of 15 to 25 cents to insure presentation, will usually bring in the desired settlement on a satisfactory percentage of accounts. The above letter has also pulled well, perhaps because of its attitude of fairness and co-operation.

About eight to ten days after the drafts and "small-account" letters are mailed, all unpaid accounts receive the following "what's-wrong?" letter in an endeavor to learn the cause of delinquency:

According to our records we have not yet been favored with remittance to cover your account, amounting to \$.....

Feeling that there must be some reason why this item has not been taken care of, we are enclosing stamped, return envelope and providing a space below for your reply.

Just jot it down with pencil, if you wish, but by all means tell us when we may expect your check.

Thanking you in advance, we wish to remain

REPLY HERE:

It is remarkable how many delinquent dealers—who have thus far maintained a sphinx-like silence—will "just jot it down with pencil" in the space provided and send the letter back promptly, and, while the letter does not directly ask for settlement, many of them come back in the return envelopes with checks attached.

Ten days after the "what's wrong?" letter is mailed, the remainder are given personal handling, each dealer being written the particular type of letter most in keeping with the size of the account and the dealer's general characteristics. Much is gained in handling these remaining unpaid accounts through records indicating personal and business characteristics of the dealer in question. Past experience with the same dealer is known. Interchange reports show his paying habits with others. Agency reports indicate oftentimes

the cause of his delinquency, as, for example, heavy real estate investments, excessive credit business and poor ability as collector, and other suggestive pertinent facts.

Naturally some accounts—who have not acknowledged the various collection appeals—are "threatened" with legal action. Even the so-called "attorney letter" is written courteously with only a touch of last-chance firmness to provide the necessary pay-or-expect-lawsuit stimulus. The letter follows:

Inasmuch as we have received no response to our several letters addressed to you recently concerning your account, we are wondering just what might be the real cause of your failure to send us your check prior to this time.

We believe if your account was not correct, you would have acknowledged some of our recent letters.

It has been our sincere desire to co-operate with you in every possible manner as evidenced by the fact that we have been trying all along to express courteously and respectfully our feeling that your account should be paid according to terms granted.

However, since you do not seem disposed to answer our letters, we are assuming that the account is really O. K.—we have checked it and it seems so to us.

Any kind of action in the courts is expensive and the loser in any action usually pays the expenses of that action.

Our account has been due for payment for a considerable period of time and does not seem to be receiving your attention. Inasmuch as the terms were very definitely agreed upon at the time the purchase was made, we cannot extend the account further, but will expect your remittance in full by return mail for the amount of \$.....

Should we fail to receive your remittance by next, we will assume that you are expecting us to place the matter with our attorneys for immediate action.

The letter usually brings a reply, at least. But when it is ignored, we try the debtor from the "soft-soap" angle, as follows:

Under date of we advised that it would be necessary to place your account in the hands of our attorney for collection.

However, we do not believe that this will be necessary. We know you would not want us to take such means to secure payment.

It has occurred to us that possibly you have a good reason for not wishing to pay your account at this time. In line with our general policy of co-operation with our

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700 housekeeping women actively co-operate with Delineator Institute in focusing its articles and research on household questions that all women want answered. They receive no compensation because they are sufficiently interested to pursue the practical problems we set them. These representative readers live in large towns and small, in every state. Their desires pace the progressiveness of Delineator.



Delineator Institute exists primarily for the editing of more interesting and more helpful service articles

dealers, we are enclosing herewith a self-addressed return envelope. Please just jot down at the foot of this letter when we may expect your check, or your reasons for withholding payment, mailing it back to us by first post.

Assuring you of our desire to co-operate to any reasonable extent, we are

This last letter found a place in our collection department through having brought home the bacon in three accounts out of five on the first trial. Needless to say, on accounts at that stage it does not average so high a percentage of results, but we do find it so generally effective that it is invariably used to follow up each attorney letter to which no response is received.

The unpaid small account is perhaps most difficult and annoying. The amount involved does not justify usual steps to enforce collection. The two following form letters are used regularly with satisfactory results:

Have you ever noticed how difficult it is sometimes to collect small accounts?

Take your account for example:

It only amounts to \$.....

Won't you please attach your check to this letter and mail right back to us? * * *

Here's a little Collection Paragraph we ran across the other day, that might help you collect some of your delinquent accounts:

You need your money

And I need mine

If we both get ours,

It sure will be fine.

But if you get yours

And hold mine too,

What in the world

Am I going to do?

If it's worth anything to you, that's fine. You're welcome!

Maybe this will enable you to collect at least one additional account, so you can pay the little balance of \$..... which you owe us, according to our ledger.

That would be fine, too!

Yours for

Prompt Payment of

Past Due Accounts.

Stickers and blue pencil notations also account for a considerable percentage of these small items. The final step is to place the small accounts—under \$10—with the salesman to collect or adjust upon his next call.

Finally, it might be added that our collection procedure is kept flexible to meet all types of ac-

counts with the appropriate type of collection follow-up. Doubtful credits are often carded to insure prompt and vigorous collection activity the moment the account becomes due. New letters and ideas are being tried regularly. Letters are discontinued frequently in favor of others which have proved more effective under actual test. In this manner, possible stagnation and loss of effectiveness is forestalled to the end that the unusually satisfactory experience of the past few years may continue for the years ahead.

Alabama Rules Against County Radio Appropriations

A recent decision of the Alabama Supreme Court prohibits counties and municipalities from appropriating money for radio advertising. The ruling was made in the appealed case of George E. Stone as treasurer of Mobile County against the Mobile Broadcasting Corporation. It was held that the County Board of Revenue in voting \$500 a month for a period of four years for the purpose of advertising the county's advantages to the world had exceeded its authority and that the contract was void.

Hamilton Caster to Harlan

The Hamilton Caster & Manufacturing Company, Hamilton, Ohio, manufacturer of industrial and warehouse casters and trucks, has appointed the Jesse R. Harlan Company, Cincinnati advertising agency, to direct its advertising account. Business papers and direct mail will be used in a campaign to begin at once.

Appoints Mumm-Romer-Jaycox

The advertising account of the Sinspr Corporation, which was recently incorporated at Columbus to manufacture a nasal solution, has been placed with the Mumm-Romer-Jaycox Company, Inc., advertising agency of that city.

Clarence Voneman with Ohio Chemical

Clarence Voneman, for two years assistant account executive of the Griswold-Eshleman Company, Cleveland advertising agency, has been made advertising manager of the Ohio Chemical Company, also of that city.

New Account for Western Agency

Johnson Smith & Company, Racine, Wis., manufacturers and distributors of general novelties, firearms and sporting goods, have placed their advertising account with the Western Advertising Agency, Inc., of that city.

Los Angeles Times . . . is the only standard-size newspaper owned and edited in Los Angeles. That means *kinship with the community*.

Los Angeles Times . . . is the only large Los Angeles newspaper that fearlessly supports all local rights and interests, untrammelled by conflicting ownership in other cities. That means *good will and confidence*.

Los Angeles Times . . . is the only Los Angeles newspaper that produces all its own principal features, tuned to local conditions and dealing with the things local people want to know. That means *reader interest*.

Los Angeles Times . . . is the only Los Angeles newspaper whose circulation is almost wholly delivered straight to the home, over 96% being delivered by carrier both inside and outside Los Angeles. That means *family influence*.

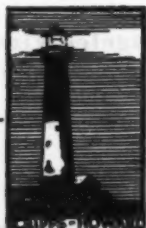
Los Angeles Times . . . is the only Los Angeles newspaper whose circulation while covering the entire Los Angeles trading area is concentrated therein. That means *complete market coverage without waste*.

Los Angeles Times . . . is the only Los Angeles newspaper that consistently and regularly rates first in the West in advertising. That means *the power and prestige of leadership*.

A "Press" for Every Reading Cleveland

THERE are 209,613 families in Greater Cleveland who read English-language newspapers daily. A comprehensive survey, conducted by an independent investigator, recently revealed this fact.

182,802 copies of The Cleveland Press go into these homes each evening—one Press for every 1.14 homes—coverage of approximately nine of every ten English-reading Cleveland families!



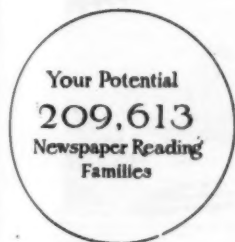
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Thru this newspaper, then, you are offered the opportunity to talk to practically all your prospects at one time, at one cost.

Few newspapers in few cities offer such profit possibilities!

Cleveland Press

SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
ST. LOUIS • PHILADELPHIA • BUFFALO • ATLANTA

1300

"Main Street" Towns

Sell 1,610,000 Farm Folks



Aberdeen, S. D., is typical of the small towns in the Northwest—where 65% or more of the business comes from farm folks.



ON SHOPPING day, these "Main Street" towns more than double in size. Merchants get 65 per cent or more of their business from farm folks, and they are served from a single wholesale district. When these merchants replenish their stocks of goods, they buy with particular attention to the demands of "the trade."

THE FARMER, the home paper for farm folks in the Northwest for almost 50 years, has the largest circulation of any publication of any kind in the territory—over 275,000.

THE FARMER
Farm Stock & Sheep
Saint Paul, Minnesota

New York—Wallace C. Richardson, Inc., 250 Park Avenue
Chicago—Standard Farm Papers, Inc., Daily News Building

Member Standard



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The Ingredients of a Successful Association Advertising Campaign

Trade Groups Must Avoid Certain Pitfalls If Their Advertising Is to Pay Dividends

By C. B. Larrabee

TRADER association advertising campaigns have a way of vanishing into thin air. In the decade, 1921-1930, 139 such campaigns were inaugurated in national magazines. Of these, a number were successful, but an appallingly large percentage never reached first base.

An examination into the reasons for failure will reveal a variety of causes. Unreadiness to advertise, poor financing, badly planned follow-up, inequitable assessment plans, poor choice of advertising—all of these things contributed to failure.

It is a pity that the mortality among association campaigns has been so high. Trade associations have exerted a powerful influence on business history and advertising should be one of their most efficient tools. The current depression, of course, played its part in cutting down the volume of association advertising, but the fact remains that long before 1929 associations regularly stepped up to the advertising home plate and took their three strikes, some of them without ever getting their bats off their shoulders.

The next decade should see a renewed interest in association advertising. There is every indication that associations, good associations, are going to come back stronger than ever before. They will need advertising because advertising can do for them important tasks that cannot be accomplished without it. It is necessary, therefore, that associations should have a clear understanding of the obligations as well as of the possibilities of advertising.

One of the main causes for the failure of association campaigns has been that many associations have launched into advertising before they were ready for it.

Advertising, particularly when it

is co-operative, needs a backing of faith. This is often not present in large enough quantities when associations start to advertise. Almost every association is made up of two groups of members, those who are advertisers and those who are not. The first group has the requisite faith. The second generally does not understand advertising and, as a rule, expects too much from it or else agrees halfheartedly to a co-operative campaign without believing that it can ever succeed. It is this second type of member who runs to cover at the first sign of trouble, who is loudest in his demands that advertising produce magic results.

Too Much High Pressure

Many association campaigns have been sold to members with high-pressure methods. A few of the believers in advertising have realized the need of advertising, have studied the field, and then have gone before a convention with high hopes and even higher promises. It is easy enough to stampede a convention into doing something that a majority of the members individually really do not favor. A campaign which gets under way under such auspices is handicapped in the beginning.

There is no doubt that some associations have advertised when they did not need advertising. It is usually dangerous for a newly formed association to use advertising. It is not properly organized. It does not really understand the task ahead of it. It has not had time to shake itself down, to jell. To advertise under such conditions invites failure.

The first question that any association must ask itself when some enthusiastic member proposes an advertising campaign should be, "Are we ready to advertise?"

That is a question which cannot be answered quickly. It requires much serious thought.

A second essential of a successful association campaign is a long-time program. Associations do not differ from individual companies in their need for the cumulative value of advertising. No manufacturer ever conquered his market with a single advertisement and few manufacturers, indeed, ever made an appreciable dent in their market with a year's campaign. Yet many an association expects to conquer the world in twelve months.

Association advertising is peculiarly stringent in its demands for long-time campaigns. Even at best results are often quite intangible at first. Association machinery is often slow in getting under way to capitalize the campaign. Frequently the job to be done is large, such as changing consumer buying habits or creating new trends in consumer thought. Obviously it requires more than twelve insertions to accomplish a job like that.

A Long-Time Task

Therefore, it is essential that any association look upon advertising as a long-time, consistent task. Advertising should be sold to the members on that basis. They should be told that if they have not the courage to carry on for several years, that if they expect the industry to be revolutionized on the strength of a few months of advertising, they had better put their money back in their pockets.

This means, of course, that the association must be prepared with an adequate reserve to back up the campaign and that is the third essential of successful association advertising.

"The safest procedure," says an agency executive who has had considerable experience with such campaigns, "is to make sure that the association till has in it money enough to carry on for a year at least. Under present circumstances it is probably impossible except in rare instances to hope for more."

Sometimes an association cam-

paign commences with a comparatively small amount of money available. The backers of the campaign hope that once the members see the advertising they will realize its value and will come through with the necessary cash. Of course, as a rule they don't. Most of them, particularly those who haven't been strongly sold on the value of co-operative advertising, either quit the association or else turn a deaf ear to pleas for further money.

Depression years often make it inadvisable for associations to advertise, particularly if business dips as deeply as it has during the last two years. Minor depression years, however, may offer unusual opportunities to associations. At a time when advertising volume generally is slumping, when people are taking stock, the opportunity is unusually propitious for good advertising. The association that has an adequate reserve can dip into this while at the same time it lightens up on the assessments it asks from its members. If conditions are such that the association is convinced that advertising will not pay, a good reserve means that it will be ready to tell its story when business picks up, without the necessity of hurry calls for more funds.

A fourth ingredient of a successful association campaign is an equitable assessment scheme. In any association the members who are doing the largest volume of business will profit the most from co-operative advertising. It is only right that they should pay a proportionate part of the advertising appropriation. Many associations arrange their dues on a volume of business basis and it is only natural that they should arrange the advertising assessment on a similar basis. Campaigns that give the little fellow in the industry the opportunity to complain that he isn't getting a fair deal, usually don't stand up for any great length of time.

The fifth ingredient is that the theme of the campaign be carefully chosen.

First it should benefit the whole

NO ONE WORKS HIS WAY THROUGH COLLEGE ON US!

SUBSCRIPTIONS are never solicited for True Detective Mysteries—not in any way. Our circulation is via the news stands. This means that each copy is bought because it's really wanted. Each is a voluntary 25¢ purchase.

On this basis True Detective Mysteries trebled its circulation in a 24-month period. True Detective Mysteries' current rates are based on a 500,000 circulation guaran-

tee. Recent months have given our advertisers circulation bonuses of more than 200,000.

Doesn't this indicate phenomenal reader-interest—and a magazine that's worth your investigation? For more information on how economically True Detective Mysteries can give you coverage in a free-spending, intelligent market, write for our latest reader survey. 2716 Graybar Building, New York City.

99.6% News Stand Sale



TRUE DETECTIVE MYSTERIES

MEN BUY 8 CENTS WOMEN 10 COPIES

industry, not just a few of the members. Several years ago an association was formed to promote the welfare of a certain kind of machine equipment. Two companies controlled about 75 per cent of the industry's business. These two companies forced their ideas down the association's throat and a theme was chosen which benefited the small manufacturer very little. The result was that the two leading companies got about 95 per cent of the benefit of the campaign. Of course, the campaign endured for less than a year and within a couple of years the association itself was merely an unpleasant memory.

Second, an association should make very sure that the advertising story be the best possible story. This can be determined only after considerable investigation. Few manufacturers today would care to advertise extensively without being fairly sure that the story they tell to consumers is the best story that can be found. Indeed the root of many of the competitive battles which sully advertising pages is the fact that two or more manufacturers are trying to tell the same story in a different way.

To find the right story requires research. It requires a thorough understanding of the field. It requires a look ahead, a study of industrial trends. The association that can jump a little ahead of its industry, that can mold thought for the future as well as for the present, has hit upon an excellent advertising theme.

Third, I believe along with Aesop Glim that association copy should fight shy of the institutional as far as possible. At first this may seem to be an impossible hope. "Isn't association advertising essentially institutional? How can it be anything else when the association has no individual product to sell?" Those are two questions that are bound to be asked.

The answer is that associations do have products to sell just as much as their manufacturers. Certainly "Say it with flowers" isn't institutional. Nor is "Save the surface." Nor are the themes of

most successful association campaigns.

A poetic copy writer, who likes to dip his pen in purple ink, can create a breath-taking campaign dealing with the romance of the gadget industry—but he'll find out in the long run that romance sells few gadgets. Associations can be just as specific as Old Man Specific himself. In the selling days which are to come specific copy will do just as good a selling job for associations as it will for manufacturers.

Build Toward a Climax

Fourth, the association campaign should build toward a logical climax. This does not mean commencing with a teaser advertisement and working up to an explosion. It does mean carefully planning the sales story so that each advertisement can present its points as a clever salesman might present them. Every advertisement should be an integral part of a larger campaign, dependent on the copy that has gone before and contributing to the copy that is to follow. In this, co-operative advertising doesn't differ from manufacturers' advertising although some associations seem to think it does.

Fifth, there should not be too many cooks in the brewing of the campaign. Twelve men on a board of directors can cause plenty of trouble to anyone presenting an advertising campaign. Two hundred men in an association convention increase the trouble geometrically rather than arithmetically.

The association should be willing to leave its advertising progress in the hands of a compact group, call it an advertising committee or what you will. If the committee fails it should be replaced by another committee of equal size—not by a convention sitting as a committee.

It is said frequently that the results of association campaigns are bound to be pretty intangible. The fact that they so often are intangible, however, doesn't mean that they need be. Intangibility of returns usually arises from the fact that the association is not

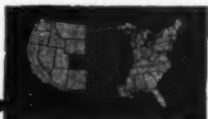
Dr. L. O. HOWARD

Wins 1931 Capper Award

THE 1931 Capper Award for Distinguished Service to American Agriculture was recently awarded to Dr. L. O. Howard who, from 1894 to 1927, was connected with the Entomology Bureau of the Department of Agriculture. The selection was made from a list of 200 candidates by a committee headed by F. D. Farrell, President of Kansas State College.

Dr. Howard organized and developed the biological method of insect control. In this he has long been recognized as the outstanding leader not only in the United States, but also in the world. His method of insect control contributes millions of dollars annually in preventing loss to the citrus fruit industry in California, Texas and Florida and in Hawaii. He further discovered that mosquitoes, house flies, and other insects carry diseases malignant to the human race. Identification of the carriers of malaria and yellow fever germs is also a result of his work.

The Capper Award, which is bestowed annually, consists of \$5,000 in cash and a gold medal designed by the National Fine Arts Commission. The object of this annual Capper Award is to provide a definite expression of gratitude to those who make contributions of National importance to American agriculture, and to assist in stimulating public appreciation of unusually fine service to America's basic industry.



Capper's Farmer

ARTHUR CAPPER, *Publisher*

TOPEKA, KANSAS

CIRCULATION—975,000

Even Advertising Men like our

FOR thirteen months "Printers' Ink Monthly" has run a series of articles entitled "Advertisements I Like." Each month some man who is at the top of advertising has selected three or four advertisements and commented on them. Thirteen men in all picked a total of 53 advertisements. Batten, Barton, Durstine & Osborn pieces were tapped for as many as the second, third and fourth agencies combined.

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PITTSBURGH

Advertisements

The score for the top seven :

Latten, Barton, Durstine & Osborn—10

Agency B— 4

Agency C— 3

Agency D— 3

Agency E— 2

Agency F— 2

Agency G— 2

No other agency was represented by more than one choice)

We shall be glad to send sample proofs of our winning advertisements to anyone interested.

Latten, Barton, Durstine & Osborn

INCORPORATED

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building

properly organized to follow through on its advertising. Therefore the sixth essential of a successful association campaign is the organization and the ability to follow through.

This phase has two aspects. First, is the headquarters organization. Association advertising perforce carries the address of headquarters, even if members are mentioned individually. If the campaign is designed to create inquiries these must be handled by headquarters.

The problem of inquiries is important. The primary consideration must be that inquiries are properly answered. This means the preparation of sales literature which lives up to the association's advertising and up to its members' products. It means the preparation of good sales letters, of follow-up letters, if necessary, to keep the association in the mind of the prospect.

The question of distributing inquiries to members is a ticklish one and should be thoroughly understood by all members before any advertising is published. Sometimes members are divided by sections of the country and if this is true the distribution of leads is simplified. When several members work on a national scale, great care must be exercised to see that all members, both large and small, get an even break.

Associations differ in their attitudes toward dealer follow-up. Some maintain fairly complete lists of all dealers in the country and send out leads direct from headquarters. Others prefer to turn over leads to members and let them send them to dealers. Of course, this means that there is more chance that the dealers won't get the leads at all. If the association does want to build dealer leads it should handle them directly with dealers if the machinery is set up to do so.

Headquarters also should be able to furnish other material to dealers. Its ability to do so, of course, is predicated again on whether or not it has a good dealer list. Even though it has no list it should pre-

pare for its members literature and other help material which enable dealers to tie in with the association campaign. In the final analysis most association campaigns should benefit the dealer as well as the manufacturer and it is necessary that the dealer be given an opportunity to capitalize on them.

In industries where one retailer may handle the products of several members, he may be much more willing to use association help material than to use the material furnished by individual members to back up their individual merchandising efforts.

A second aspect of organization has to do with members. So many association advertising campaigns bog down in the factory yards of individual members. One reason, of course, has already been emphasized; members are not really believers in the campaign. Another reason is that members like to leave all the work to headquarters and are not willing to put in any extra effort to follow up on headquarters' effort.

What Members Should Do

Association members should be willing to help in the distribution of any help material. They should be willing to allow their salesmen to tell dealers about the association campaign. This need not take a great deal of the salesmen's time because a salesman in a few words can give the dealer a good idea of what the association is doing and where its work will benefit both manufacturer and retailer. If the salesman's call is preceded or followed up by mail, retailers soon get a true perspective on what the campaign will do. In some associations members send dealers regular mailings of the association advertising. This costs little and is highly effective.

One great weakness of association advertising is that members fail to see that the advertising is their own advertising. Manufacturers frequently complain that retailers do not fully appreciate that a national campaign is really a local campaign for dealers. These same manufacturers will turn about

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and fail to see that their association advertising is really members' advertising.

Some of the most successful association campaigns have owed part of their success to the fact that individual members in their advertising used a symbol or a few lines of copy tying themselves definitely to the association advertising. This is done easily and has the effect of multiplying the association campaign by as many times as there are members using national advertising.

Wise trade associations will not let past failures by other associations deter them from co-operative advertising. They will study the failures and avoid those things which lead to failure. They will search out for themselves the necessary ingredients for successful association advertising.

Advertising is a logical tool for associations. It allows members to do co-operatively what they cannot accomplish individually. The expansion of trade association activities which should take place in the next decade will depend to some extent on how much associations understand of the pitfalls as well as the possibilities of association advertising.

Campaign Planned for New Mueller Brass Products

The Mueller Brass Company, Port Huron, Mich., has appointed Brooke, Smith & French, Inc., Detroit advertising agency, to direct its advertising account. A campaign is planned, using magazines and direct mail, to introduce the company's new Streamline pipe and fittings to both the consumer and building fields.

Zenith Manufacturing to Klau-Van Pietersom-Dunlap

The Zenith Manufacturing Company, Milwaukee, manufacturer of automobile accessories, has appointed Klau-Van Pietersom-Dunlap Associates, Inc., advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

I. M. Meyer with Conklin Mann

I. Matt Meyer, previously with the merchandising department of the General Electric Company, has joined Conklin Mann, Inc., New York advertising agency.

San Antonio Advertising Expenses Reported

A report has been issued on the second annual municipal advertising campaign of San Antonio, Tex. The amount expended during the season was \$123,725. Of the disbursements, \$68,704 was spent for advertisements of San Antonio and South Texas in forty daily newspapers outside of the State. The sum of \$25,918 was spent in twelve national magazines. The cost of advertising placed in three farm papers was \$8,232. The sum of \$1,200 was spent with a travel service and \$7,500 with radio stations. The preparation of the advertisements cost \$2,964.

The number of individual inquiries received from this advertising campaign totaled 19,000.

Death of J. F. Jacobs, Sr.

J. F. Jacobs, Sr., head of Jacobs & Company, Clinton, S. C., died at that city recently. The Jacobs company, which Mr. Jacobs organized in 1898, is a special advertising agency representing the Jacobs List of Official Church Weeklies. He is survived by his sister, Miss Clara E. Duckett, and three sons, William P., Thomas D., and J. F. Jacobs, Jr., all of whom are members of the Jacobs firm.

New Business at Tulsa

The Kendrick Watson Advertising Agency is the name of a new advertising business formed at Tulsa, Okla. Kendrick Watson, formerly production manager of the Mid-Continent Advertising Bureau, is president. Harry Skelly is vice-president and W. T. McClarin is art director.

The Burford Oil Company, Dallas, Texas, has appointed the Watson agency to direct its advertising account.

E. S. Dunham with Memphis Radio Station

E. S. Dunham, who recently disposed of his interest in Lake-Dunham-Spiro-Cohn, Inc., Memphis advertising agency, has joined the staff of radio station WNBR-WGBC, of that city, as vice-president and commercial manager.

New Account for M. Glenn Miller

The Derman Company, Chicago, manufacturer of Dermanan creams for treatment of sunburn, athlete's foot and skin irritations, has appointed M. Glenn Miller, advertising agency of that city, to direct a new advertising and merchandising campaign.

"Columbia" Appoints

Columbia, New York, has appointed Raymond J. Ryan, with headquarters at Chicago, as its representative in the Middle West. R. A. McCarthy, with headquarters at Cleveland, has been made representative in the Ohio territory.

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HOUSEKEEPING

Everywoman's Magazine

Likens Close-Ups to Grant's Tomb

CRUSADER HARRISON announces that he is going to keep an eye on the doings of moving picture producers. This means that he will keep an eye on advertisers, as well. Following his crusade against "sponsored" films, he has started "Harrison's Contact" which will be sent only to newspaper interests.

The first issue mentions many names of nationally advertised products. It has much to say about "concealed" advertising; condemns feature films which show advertised products on the screen or mention trade names through the amplifier. Plainly evident to

him, he advises one producer, is the fact that no money was paid for close-ups.

Like the Grand Central Station or Grant's Tomb, writes one baited producer, commercial products are shown merely as background material; they lend authenticity and modernity to a scene; tie-up element is something that follows later. Harrison urges discontinuance of the practice, warns producers continuance will exhaust patience of public, deprive newspapers of an opportunity to obtain an advertisement from manufacturer or dealer, alienating from filmdom good-will of newspapers.

* * *

Popularity Promotes Packard Pete

"Hello Fellers,
I'm
Packard Pete"



FOR the last three or four months Packard Pete and the Kid have called on automotive mechanics once a week on postcards. They proved so popular that The Packard Electric Company, manufacturer of Packard Cable, has decided to promote Pete and his helper

into its trade-paper campaign, the set-up of which has been entirely changed to include the two characters.

The new campaign begins this month and will show the Kid—who always wants to know—bringing up arguments about cable, which Packard Pete will proceed to answer in his own mechanic's lingo.

An interesting feature of the ad-

vertisements will be the use of bold type for the words of Packard Pete and a light type for the remarks of the Kid.

Says Pete in an announcement to jobbers: "Sell the mechanic and he'll do the rest" is my motto. That's why you are going to see my picture in many a trade paper this summer and next fall. Me and the Kid are going to argue about cable and why it should be changed. He's going to bring up all the arguments you jobber boys have heard so often and I'm going to knock 'em flat. So long, fellers, see you in the trade papers."

In other words Pete is going to emulate Socrates who in Grecian days expounded his philosophy by a similar "question and answer" method.

"And I'm
the Kid who
always wants
to know"



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FROM coast to coast purchasing by business is now done across the desks of the actual heads of business.

But salesmen cannot talk to these buyers. Their doors are locked. They are inside, hunting ways to reach their own customers' buyers. What will reach these executives?

The strategic force of advertising in *The Business Week*.

The Business Week is edited for and read only by men of full business stature. Border-liners and potent sub-executives whose buying hands are tied by budgets are eliminated. The advertiser looks solely to today's Buying Power. *The Business Week* has the open sesame to 75,000 of the nation's leading business executives.

Let the pages of *The Business Week* put your goods squarely before these men who are doing the buying. Get results with *The Business Week* as others have done . . . if we may judge fairly from the steady increase in its advertising lineage.

WEEK



Maybe a Record

FROM office boy to president. A half century in the advertising agency business. Fifty years with one agency.

These qualifications all can be subscribed to by Richard T. Pendergast.

He was only fourteen years old on July 2, 1881, when he commenced work for Nelson Chesman & Company, St. Louis advertising agency, as office boy. His rise to the presidency is further featured by the fact that in the fifty-seven years of this agency's history there have been only three presi-

dents. The first president was Nelson Chesman. He was followed by Conrad Budke and Mr. Pendergast, who succeeded to the presidency in 1923.

The Chesman agency started in 1874 under the firm name of Rowell & Chesman. There was a change in name when George P. Rowell withdrew.

When Mr. Pendergast started in, the agency made its profit from contracting for space and farming it out by the inch to those whom it could get to take the space.



The Chrysler Advertising Formula

WALTER P. CHRYSLER is going to apply again the advertising formula which, in conjunction with a new idea in motor-car development, proved to be such an astounding success back in the days when Maxwell Motors metamorphosed into Chrysler Motors.



Briefly, the formula is: A car, improved and designed to fit the moment, plus a teaser campaign to the trade and to the public, plus the Chrysler signature, plus intense dealer work, plus a smashing consumer advertising campaign equals success.

This time the formula is being applied by the Plymouth Motor Corporation, a Chrysler Corporation division. The new Plymouth

embodies certain mechanical innovations.

That is the first ingredient in the Chrysler formula. Next, a teaser campaign was run, reaching both the trade and the public. The consumer teaser campaign consisted of three magazine advertisements, in full pages.

The first advertisement simply said:

"The Smoothness of an Eight, the Economy of a Four." This message was repeated a week later with the addition of the phrase "Floating-Power." A week after that, these two phrases were again repeated, with the added phrase "Free Wheeling." Below appeared Mr. Chrysler's signature, thus bringing into play the third ingredient.

In the meantime, the most intensive sort of work had been done among the distributing organization. And finally, on July 6, in more than 1,300 newspapers throughout the country, the campaign broke. In addition, a list of general magazines and farm papers is being used. There will also be postings on a total of 5,320 poster panels through the country.

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July 9, 1931

PRINTERS' INK



FAMILY COVERAGE

The 90,448 families in Louisville and its two larger suburbs, New Albany and Jeffersonville, Ind., are served by The Courier-Journal and Louisville Times with 112,595 papers daily and by The Courier-Journal with 80,545 papers every Sunday. These two enterprising newspapers give you a 92% coverage of this important Middle Western market at one low cost.

THE COURIER-JOURNAL THE LOUISVILLE TIMES

MEMBERS

100,000 Group of American Cities—Audit Bureau of Circulations
Represented Nationally By the Beckwith Special Agency

NINE MILLION CIRCULATION

Every Week in

NEW YORK CITY FOR \$350

HOW much newspaper, poster or radio advertising could you buy in New York City for \$350 a week? That very small amount of money will buy a continuous half showing of Street Car advertising as follows:

		Population	Cards Displayed
New York City			
Manhattan	Surface Cars	1,867,312	475
Brooklyn	" "	2,560,401	820
Bronx	" "	1,265,258	250
Queens	" "	1,079,129	100
(5% excess display guaranteed)		6,772,100	1,645

The average Street Car in these four Boroughs now carries more than 22,500 passengers monthly. On that basis, 1645 Street Cars carry more than 37,000,000 passengers every month. The cost of this group figures down to \$3.89 for 100,000 circulation. Street Car advertising is the lowest cost, definitely known circulation.

The "Transit Commission" reported that the surface cars of these four Boroughs averaged 82,000,000 passengers monthly during 1930. This is an average of more than *fifty* rides monthly for each family. If only half the families living in the four Boroughs use the surface cars, then they ride in those cars more than *one hundred* times each month.

Where else can you reach these people so surely and so regularly—and in color, too—for such a very low cost?

OUR new sales plan permits the advertiser for the first time to buy and use Street Car advertising on basis that is unlimited in its flexibility.

Previously, Street Car advertising has been sold only on full or half service contracts for one year's showing with short rate charges for six months' contracts.

Our new method allows the advertiser to spend exactly the dollar what *he* wants to spend in the different cities. We have adopted the rate method of many leading newspapers—the only difference is that instead of buying so many lines of space to be used within one year, the advertiser buys a definite number of car card displays at so much per card per month to be used when, where and to the extent desired within one year.

There are three very important reasons why our new sales plan should please the advertiser—

First, because he can select cities where the conditions are most favorable for him.

Second, because he will know that he is not wasting money for advertising that goes to cities, towns and villages where his product is not on sale or where his sales are very light.

Third, because *he* may spend to the dollar only what is justified by the sales and conditions of each different market.



National Advertising Manager

STREET RAILWAYS ADVERTISING CO.
20 WEST 42ND STREET, NEW YORK, N. Y.

(Offices in all large cities)

We're Dependable Printers to deal with in times like these

SEND your next Printing job to us and BE SURE of getting what you want . . . when you want it.

For, regardless of general business doldrums, our organization and our modern plant are continuing our fixed habits of the past 55 years—(1) Maintaining the same excellent quality on Printing of Every Description—(2) Charting the course of every job to assure economical production all along the line—(3) Making

good on promised delivery dates—(4) Matching every dollar billed, with its full counterpart of VALUE.

We're going to keep right on being *DEPENDABLE* Printers. In 1876 we were a reliable house. Today the same fact holds true. Send us a Printing job of any kind . . . tomorrow or ten years from tomorrow . . . and you will find no let-down in the dependability of our service.

But let us show you today!

ISAAC GOLDMANN COMPANY

Founded 1876

80 LAFAYETTE ST.
NEW YORK CITY

TELEPHONE
WORTH 2-6080

PRINTING OF EVERY DESCRIPTION

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Government Commissions and Control of Advertising Appropriations

Editor of PRINTERS' INK:

Can you give me information concerning any instances where public bodies, either national or State, have made rulings concerning what items should go into the advertising appropriations of public or semi-public utilities under their control? I understand that the Interstate Commerce Commission has made certain rulings in regard to allocation of items in the advertising done by railroads.

THE Interstate Commerce Commission has prepared a list of items to be classified by the railroads as advertising expenses when incurred for the purpose of securing traffic. The list follows:

- Advertisements in newspapers.
- Advertisements in periodicals.
- Bulletin-boards and cards
- Display and other advertising cards.
- Distributing folders.
- Distributing general notices to shippers.
- Distributing time-tables.
- Maps used for advertising.
- Photographs and views.
- Posters.
- Publishing advertising matter.
- Publishing folders.
- Publishing notices to shippers.
- Publishing time-tables.

It is interesting to note that a number of these items would not be included in the advertising appropriation of many national advertisers free from Government control.

At a meeting in 1922 of the National Association of Railway and Utilities Commissioners, a uniform classification of accounts for electrical utilities was recommended. This has since been adopted by more than thirty States. Advertising appropriations are found in a general "New Business Expense" account which, while it does not attempt in any way to regulate the sums spent by utilities in advertising, does make it essential that utilities, in reporting advertising expenditures, do so under a uniform system of classification.

Under the account heading "770-New Business Expenses" are the following items:

- 771 New Business Expenses
- B771.1 New Business Salaries
- A771.11 New Business Management Salaries

This includes the cost of administration of the department maintained for the promotion or development of consumption of electric energy including that portion of the salaries of management and clerks in agencies and contract departments assignable to new business.

- A771.12 New Business Advertising Salaries

This includes the salaries of the advertising manager and clerks.

- B771.2 New Business Supplies and Expenses

- A771.21 Demonstrations

This includes the cost of labor and the expense incurred in demonstrating the use of electric appliances for the purpose of obtaining new business.

- A771.22 Wiring and Appliances

This includes the cost of wiring consumers' premises, and of electric appliances, including delivery and connection charges and expense in connection therewith, supplied to consumers without charge in order to induce new business.

- A771.23 Advertising Supplies and Expenses

This includes the cost of supplies, stationery, and the incidental expenses of the advertising department and covers such items as booklets, dodgers, newspaper advertising, posters, bulletins, and all related expenses.

- A771.24 Canvassing and Soliciting

This includes all expenses incurred in soliciting new business, such as wages, commissions and personal expenses of canvassers, cost of preparing estimates, engineering advice on electric installation, etc., and office sundries in connection therewith.

- A771.25 Miscellaneous New Business Supplies and Expenses

This includes office and personal and incidental expenses of the promotion or new business department, such as stationery, and other office supplies, etc.

—[Ed. PRINTERS' INK.]

New Corporation Publishing "The Hotel Gazette"

The Hotel Gazette, New York, is now owned and published by a new organization incorporated as National Hotel Gazette, Inc. Officers are: Charles B. Bowne, president and secretary and Frank A. K. Boland, vice-president and treasurer. John Martin, for the last forty years publisher of the *Gazette*, will continue with the publication as editor. Mr. Bowne will be general manager and managing editor as well as president of the new organization.

Joins J. B. Savage Company

Jack Perkins, formerly copy writer in the advertising department of the Halle Bros. Company, Cleveland, has joined the J. B. Savage Company, Cleveland printer, as a salesman.

Steps Taken to Curb Design Piracy

As a result of the efforts of the Anti-Piracy Group of The Silk Association of America, Inc., there has been formed the Design Protection Association, Inc. Its purpose is to prevent the copying of textile designs until such time as protective laws have been passed by Congress.

The corporation, as organized, is a membership corporation, the original board of directors consisting of: Sol C. Moss, Finsilver, Still & Moss; Horace B. Cheney, Cheney Brothers; Henry E. Stehli, Stehli Silks Corporation; Thomas B. Hill, C. K. Eagle & Company, Inc. and president of the Silk Association; William Menke, Menke, Menke, Kaufman & Company, Inc.; Ramsay Feugnet, secretary of the Silk Association, and Sylvan Gotshal, Weil, Gotshal & Manges.

A Design Registration Bureau will be set up. Manufacturers of original designs registered with the bureau will attach a tag or label to the merchandise, indicating that it has been so registered, and will furthermore sell this merchandise under a special contract in which the buyer agrees not to copy the design or to purchase any copy. An agreement is also provided on the part of members to arbitrate any questions of piracy and to conduct on behalf of members any litigation necessary to enforce the provisions of the special contract.

Three classes of membership are planned; charter members, general members, and associate arbitration members. The last classification will include firms which, while not registering designs with the association, agree to submit any questions of policy of design or arbitration pursuant to the rules and regulations established by the association.

V. V. McNitt Buys Southbridge "News"

Robert E. Slough, publisher of the Southbridge, Mass., *News*, has sold that paper to V. V. McNitt. Walter L. Thomas, for years advertising manager and assistant publisher of the Worcester *Telegram and Gazette*, has been appointed business manager of the *News* as well as secretary and assistant treasurer of the publishing company. Lott Breen will continue as advertising manager.

Howes Buys Millinery Trade Paper

The Howes Publishing Company, Inc., New York, has acquired the *Modern Millinery Distributor and Manufacturer*. J. Bruce Donahoe, former owner of the publication, will continue in charge as editor and business manager.

Joins San Antonio Agency

Alfred Melinger has been added to the staff of the Pitluck Advertising Agency, San Antonio, Tex.

W. S. Hedges Heads Sales Unit for Broadcasters

William S. Hedges, president of WMAQ, Inc., Chicago, is president of Advertisers Radio Service, Inc., which has been organized by a group of non-competitive radio stations to act as their advertising sales representative. John Shepard III, Shepard Broadcasting Service, is vice-president, and Walter Damm, manager of WTMJ, is secretary-treasurer.

R. M. Vandivert, for many years an advertising executive of Hearst newspapers, is in charge of the Chicago office of the company, with headquarters in the Daily News Building. William G. Rambeau, recently with Jam Handy Picture Service and before that with the Curtis Publishing Company at Chicago, is associated with Mr. Vandivert.

As previously announced in *PRINTERS' INK*, G. Howell Mulford is Eastern manager at New York.

Advertisers Radio Service is owned and controlled by the stations it represents. Members of the board of directors are: H. K. Carpenter, WTTF, Raleigh, N. C., chairman; Harry Howlett, WHK, Cleveland; Earl Gammons, WCCO, Minneapolis; J. O. Maland, WHO, WOC, Des Moines-Davenport; Harry Shaw, WMT, Waterloo, Iowa; and Martin Campbell, WHAS, Louisville, Ky.

C. H. Handerson to Direct Physical Culture Shoe Sales

C. H. Handerson, formerly vice-president and sales manager at New York of Stephen Sanford & Sons, Inc., Amsterdam, N. Y., maker of rugs and carpets, has been appointed general sales manager of the Physical Culture Sales Company, Inc., New York, Physical Culture shoes. He was, at one time, advertising manager of the Union Trust Company, Cleveland.

A. S. Bloom with Wood, Putnam & Wood

Aaron S. Bloom has joined the Wood, Putnam & Wood Company, Boston advertising agency, as an account executive. He formerly headed an agency at that city, which operated under his own name.

Appoints W. I. Tracy

Julius Wile Sons & Company, New York, importers and sole United States agents for Carr's English biscuits, and other products, have appointed W. I. Tracy, Inc., advertising agency of that city, to direct their advertising account. Magazines and newspapers will be used.

Joins Thomsen-Ellis

P. S. Redford, formerly sales manager of the Dunbar Glass Company, Dunbar, W. Va., has joined the selling staff of the Thomsen-Ellis Company, Baltimore, direct-mail advertising.

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LOOK at the BOSTON PAPERS of the past few weeks

The completeness and clarity with which the Boston Transcript covered the Hoover plan for a debt holiday was unsurpassed by any paper in America—and unapproached by any newspaper in Boston.

The reason is obvious. Transcript readers are men and women of large affairs and broad interests. They depend on the Transcript. The Transcript is edited for them—and never fails them.

And they are Boston's best buyers. Advertise to them in the paper they regard as *their* paper.

*The Transcript's Retail Store
Advertising for June shows a gain
for the fifth consecutive month.*

BOSTON EVENING TRANSCRIPT

Highest ratio of BUYERS to readers

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles Seattle

Breaking Down the Appropriation

JOHN ROYLE & SONS
PATERSON, N. J.

Editor of PRINTERS' INK:

The writer is interested in securing information relative to advertising budget distribution; that is, what percentage is spent for engravings, printing, drawings, retouching, space, etc.

J. C. ESTY,
Advertising Department.

THE most complete available breakdown of the advertising appropriation was published early this year by the Association of National Advertisers, Inc., and was based on a study of the 1929 and 1930 appropriations of 506 national advertisers. While its findings are not broken down into quite the detail suggested by Mr. Esty, they do give a picture of the proportionate expenditures for administrative overhead, advertising production, etc.

Under administrative expense are included salaries of employees in the advertising department, traveling expenses, office equipment and supplies, rent, heat, light, power, telephone and telegraph. Percentages are given for twenty-one different types of businesses ranging from paper and paper products with 14.2 per cent of the 1930 budget going to administrative overhead, to drugs and toilet articles with 4.3 per cent. A few other percentages are as follows: textiles, 13.5; metal, machinery, etc., 12.6; paints and varnishes 12.5; industrial, 10.8; furniture, 10.6; hardware, 10.5; building materials, 10.2; electrical and radio, 9.4; clothing, 8.2; automotive, 6.9; food, 5.3.

Under the heading "production costs" the following are included: art work, photographs, drawings, engravings, mats, electros, proofs and other mechanical costs that enter into the preparation of advertising. The following percentage figures for production costs based on 1930 appropriations are shown: metal, machinery, etc., 9.3; clothing, 8.7; textiles, 8.5; building materials, 6.6; automotive, 6.2; industrial, 5.9; paints and varnishes, 5; furniture, 4.6; hardware, 4.5;

electrical and radio, 4.4; drugs and toilet articles, 3.6; food, 3.5.

The breakdown according to percentages spent for various mediums is too complicated to reproduce in short space. The A. N. A. report gives average figures by mediums and also shows the wide spread between the percentages of different companies within the same industry. PRINTERS' INK has emphasized frequently the important point that two companies, even within the same industry, will show quite different allocations of advertising expenses and yet both will be getting excellent results. The A. N. A. report bears out this contention.—
[Ed. PRINTERS' INK.]

Now Euclid-Armington Corporation

The Euclid Crane & Hoist Company, Cleveland, has changed its name to the Euclid-Armington Corporation. There will be no change in officers or personnel. The road machinery division of the Euclid company will manufacture the Euclid line of earth-moving equipment under the name of The Euclid Road Machinery Company.

Officers of The Euclid Road Machinery Company are: A. P. Armington, president and general manager; W. G. Fleming, vice-president and general sales manager; H. J. Zimmerman, vice-president and works manager; S. F. Armington, secretary and chief engineer; G. A. Armington, treasurer, and A. Horton Bassett, assistant treasurer.

J. J. Pollock with Superior Products

John J. Pollock, formerly with Trejur, Inc., in an executive capacity, has been appointed general sales manager of the Superior Products Corporation, New York, manufacturer of Volupte compacts, lipsticks and perfume sprays. He was at one time Eastern sales manager of Mystikum Parfums.

Capitol Coffee to Landis

The Capitol Grocery Company, Bloomington, Ill., has appointed the Reed G. Landis Company, Chicago advertising agency, to direct an advertising campaign featuring its four brands of Capitol coffees. Newspapers in Central Illinois are being used.

With Tokyo Paper

E. McLaughlin, formerly with the Camden, Ark., *News*, has joined the Tokyo, Japan, *Advertiser*. He was at one time advertising manager of the Chance Company, Centralia, Mo., anchors and pole line specialties.

Q A national reputation
for excellent typography
has built BUNDSCHO'S
into one of the largest and
most thoroughly equipped
shops in America.



J. M. BUNDSCHO, INC.
Advertising Typographers

65 EAST SOUTH WATER STREET
CHICAGO

HERE TYPE CAN SERVE YOU



1,021,614 Po

THERE are 372,689 families—1,639,832 people—residing within the A. B. C. suburbs of Philadelphia. They represent the cream of this great market because their incomes are the largest and their standards of living highest.

No one Philadelphia newspaper affords better than 38% coverage of this huge and concentrated suburban population.

To miss the other 62% of Philadelphia's A. B. C. suburban market is to miss 232,185 families—1,021,614 people.

In other words, *the consumers you fail to reach represent a market containing more people than live in the cities of Milwaukee and Indianapolis combined.*

To accept, on any grounds, the statement that a single Philadelphia newspaper can approach anything like a com

CURTIS-MARTIN NEWSPAPERS, INC. . . .

PUBLIC  LEDGER
MORNING EVENING SUNDAY



14 Potential Consumers

—residing in the city and suburbs. A complete advertising job here, is equivalent to withholding your sales story from more than a million people in the suburbs. Homes are everywhere.

There is only one way to obtain 100% coverage of this great market—to dominate in both the city and suburbs. This is through the Curtis-Martin group of Philadelphia newspapers—the Morning, Evening and Sunday Public Ledger and the Morning and Sunday Philadelphia Inquirer.

This group has no equivalent, no substitute, no rival. No other combination can match its efficiency or economy.

In fairness to yourself and your product get all the facts before another Philadelphia newspaper advertising schedule is released.

INDEPENDENCE SQUARE, PHILADELPHIA

The Philadelphia Inquirer

MORNING

SUNDAY

SHE Ignores ADVERTISED GOODS



WHEN the housewife with little to spend goes to market she thinks in terms of quantity and price, and not in the terms of quality that the public has come to associate with advertised package goods.

This very human trait is too often overlooked by national advertisers. In their desire to get a few pennies out of Mrs. Everybody's dollar they pyramid selling costs by utilizing cheap newspaper circulation and selling through retailers who serve this class of trade.

In Portland, where a market study has brought out the astounding fact that one-third of the grocers sell two-thirds of the groceries, national advertisers will find it more profitable to concentrate on that half of the families, which purchases 85 per cent of the advertised goods. And Portland is no different from other cities. This study charts the road to profitable selling among Able-to-Buy families. The advertiser who is attempting to sell Portland without seeing it is still floundering along in the dark.

The Portland Market Study is shown only by appointment. It was not made for entertainment, but is available to advertisers who have something to sell, and wish to go about selling that something intelligently. If interested, instruct your Portland representative to get in touch with The Oregonian.

The Oregonian

PORTLAND, OREGON

National Representatives

WILLIAMS, LAWRENCE & CRESMER

New York

Chicago

San Francisco

Los Angeles

Seattle

Trade-Mark Owners Get More Protection

The Court of Customs and Patent Appeals, in Recent Decisions, Shows a Determination to Prevent Confusion in Trade

By E. B. Weiss

IN seven decisions handed down in recent weeks, the United States Court of Customs and Patent Appeals has overruled the Patent Office. In each of these seven decisions, the Patent Office had ruled against owners of well-known trade-marks who had opposed applications for registration of marks by others on the ground that these marks were confusingly similar. The cases were then carried to the Court of Customs and Patent Appeals where the seven trade-mark owners won.

* * *

The first decision in this group was concerned with the Williams shaving cream trade-mark. An Ernest W. Williams had applied to the Patent Office for registration of his trade-mark consisting of the facsimile reproduction of his signature "E. W. Williams." The application covered the use of the mark on a cream or lotion to be used after shaving.

The J. B. Williams Company filed an opposition. It claimed prior use and registration of the word "Williams" for products of the same descriptive properties. The assistant commissioner of the Patent Office held that the two marks were not deceptively similar because one was in the form of a facsimile signature and the other was not.

"But," said the court, "in cases like this we must look beyond that immediate question. . . . We do not think it can properly be held that the mere differentiation in the appearance of a name wrought by individual characteristics of handwriting can eliminate the confusion likely to arise" in this particular case. ". . . since we are sure confusion must inevitably result from Ernest W. Williams' use of his mark, its registration must be denied."

Case number two: Joseph G. Salvato applied for registration of the word "Revere," in conjunction with a pictorial design, as a trade-mark used on certain meat products, condiments and general grocery foods. The Revere Sugar Refinery filed an opposition. It claimed prior use of a similar mark on goods of the same descriptive properties. Said it would be damaged if Salvato's registration were granted.

The Patent Office held that Salvato's products, with the exception of such items as maple syrup, cane syrup, candies, etc., were not of the same descriptive properties as the Revere Sugar Refinery's output.

Ruled the court: The products of the two organizations are sold largely through similar channels. The trade-marks are almost identical. "It would seem to us therefore . . . that confusion as to the origin of the goods of the respective parties would likely result. Accordingly, the decision of the Commissioner of Patents is reversed."

* * *

In case number three we have the Van Camp Sea Food Co. objecting to the registration by the Westgate Sea Products Co., of the trade-mark "Breast O' Chicken" for use on canned fish. The Patent Office dismissed the opposition—held that the Westgate company was entitled to registration despite the fact that Van Camp had made prior and continuous use of the mark "Chicken of the Sea" on tuna fish and had registered that mark.

It is true, said the court, that the involved marks are not identical either in appearance or sound. However, the court ruled, it is not necessary, in order that confusion, mistake and deceit may be avoided, that trade-marks used on a commodity so widely consumed as

canned fish, shall be carefully analyzed and dissected by the consuming public. The general purpose of the law, the court pointed out, is to prevent "one person from passing off his goods or his business as the goods or the business of another." It would appear, concluded the court, that use of the two marks on merchandise of the same descriptive properties would cause confusion in the mind of the public. And so the decision of the Patent Office was reversed.

* * *

And now we come to the case of Fashion Park, Inc. v. The Fair. The latter company sought registration in the Patent Office of the mark "Fashion Row" used upon wearing apparel. Fashion Park, Inc., opposed the application, claiming prior use of Fashion Park on identical goods.

The Patent Office approved The Fair's application. But the Court of Customs and Patent Appeals, hewing close to its declared object of eliminating confusion in trade, said: "The question before us is whether the marks of the respective parties so closely resemble each other as to be likely to cause confusion or mistake in the mind of the public, or to deceive purchasers, when appropriated to men's clothing."

And, continuing: "In considering whether the marks here in issue are confusingly similar, an important fact to be considered is that the marks are used on identical goods. We believe that one going into a store to purchase a suit of clothes, having read an advertisement of Fashion Park clothes, might easily think his memory was faulty as to the word 'Park' and conclude that a suit bearing the name Fashion Row was manufactured by the same party whose advertisement he had read."

"In our opinion, the marks Fashion Park and Fashion Row, used upon men's outer clothing, so nearly resemble each other as to be likely to cause confusion or mistake in the mind of the public, or to deceive purchasers, and the Commissioner erred in dismissing the opposition and granting the application of The Fair."

The fifth case brings into the spotlight The Simoniz Company v. Permanizing Stations of America, Inc. The latter company applied for registration of the mark "Permanize" for use on a cleaner for automobile bodies, etc. The Patent Office approved the application despite the opposition of The Simoniz Company.

It is not argued here, the court pointed out, that the goods of the two companies do not possess the same descriptive properties. Neither is there any dispute with regard to the fact that The Simoniz Company is the prior user of the mark "Simoniz" on these goods. The sole question, therefore, ruled the court, is: Are the two marks confusingly similar?

The Patent Office held that the two marks do not look alike, sound alike or convey the same thought. Said the court: "The marks are not identical, but the only material difference is in the first syllables. However, this court has repeatedly held that the public ought not to be required to dissect and analyze trade-marks in order that confusion and deception might be avoided. We are of the opinion that the involved marks are confusingly similar, and that the Permanizing Stations of America, Inc., is not entitled to have its mark registered."

* * *

Which brings us to case number six, involving The Procter & Gamble Company v. J. L. Prescott Company. The Prescott company had applied to the Patent Office for registration of the mark "Oxol," used on a solution intended for use as a disinfectant, germicide, cleaner and bleacher. Procter & Gamble, owners of "Oxydol," a mark used on soap powder, opposed the registration. The Patent Office ruled against Procter & Gamble.

The record showed that during the year prior to the time the Prescott company filed its application, Procter & Gamble had spent \$600,000 advertising its product. The record also showed that the two products were used, to at least a certain extent, for the same general purposes.

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Button, Button, *Who's got the* **BANKER?**

Well, well—it seems to be pretty generally agreed that the Banker is in the picture.

Who has him? That's the question.

He's certainly got us, for the *American Bankers Association Journal* is owned and published by the 17,500 member banks of the *American Bankers Association*. In each of these banks, by the way, we have an average of better than four readers per copy. It's a fact, we've just proved it with a most interesting survey, a copy of which is available upon request if you haven't received yours.

This survey tells some other mighty interesting things, too. How many banks are going to build—

how many are planning alterations, the amount of money invested in furniture and fixtures, equipment, supplies.

As we have said, it seems to be generally admitted that the Banker is in the business picture and so while this survey applies to the Bank Market itself, don't forget that Bankers are directors or directing heads of over 50,000 major businesses in the country—and the *American Bankers Association Journal's* circulation is made up exclusively of Bankers and Bank Directors.

We've got the Banker—and wherever he may be he reads the *Journal* thoroughly each month and you can talk to him through the *Journal's* pages for \$250 per page on a consistent contract.

AMERICAN BANKERS *Association* **JOURNAL**

22 EAST 40th STREET

NEW YORK

Edited by James E. Clark • Alden B. Baxter, Advertising Manager
H. Kenyon Pope, 230 N. Michigan Ave., Chicago • R. J. Birch & Co.,
San Francisco and Los Angeles

volved, ruled the court: 1. Are the goods of the two companies merchandise of the same descriptive properties? 2. Are the marks so similar as to be likely to bring about confusion?

Continuing, the court declared: "The record shows that the goods are used, in part, for identical purposes. They are both common household articles, sold at low prices and purchased by customers who, ordinarily, before purchasing same, would make little, if any, inquiry as to their origin. We think the goods are of the same class and are of the same descriptive properties." As for the marks, themselves, the court ruled that although they were similar, they were not identical.

Concluded the court: "We are of the opinion that there is a strong probability that confusion as to origin of the goods would result to the purchasing public in event both marks were registered, and were used in the manner shown in the record. At least there is some substantial doubt on the question, and, under the familiar rule, such doubt should be resolved against the newcomer, inasmuch as he has a wide field to select from in choosing his trade-mark."

* * *

And, finally, we have the case of the Trustees for Arch Preserver Shoe Patents v. James McCreery & Co. McCreery had applied for registration of the mark "Foot Preserver" as a trade-mark on shoes. The Arch Preserver people objected. The Patent Office granted the registration.

Said the court: "The question is whether there is a resemblance between the two marks that would result in confusion from their use on boots and shoes. When applied to footwear, we cannot escape the conviction that confusion would likely result. It is required that a mark, to be registerable, shall have the quality of distinguishing the goods upon which it is applied by its owner from other goods of the same class. Obviously, 'Foot Preserver,' will not serve to distinguish the goods so labeled from those labeled 'Arch Preserver,' and is not, therefore, a mark registra-

tion of which is proper under the statute.

"We think the registration sought must be denied upon the ground of likelihood of confusion."

Goulds Pumps Appointments

G. W. Cramer has been appointed advertising manager of Goulds Pumps, Inc., Seneca Falls, N. Y. Henry L. Boyer has been appointed manager of farm-suburban sales; Henry F. Miller, manager of industrial sales; W. G. Allen, manager of engineering sales, and J. B. Anderson, in charge of the department of inquiry and estimate.

Mark D. Rowe, formerly Eastern manager of Servel Sales, Inc., has been made manager of the New York office of Goulds Pumps, Inc. J. B. Foley, formerly manager of the Pittsburgh office, has been made manager of the Chicago office. He is succeeded as manager of the Pittsburgh office by Fred Jones, formerly with the Philadelphia office.

Now Frank M. Meyers Company

Beringer & Meyers, Inc., Chicago advertising agency, has incorporated under the laws of Michigan and has changed its name to the Frank M. Meyers Company, Inc. It has moved its headquarters to 23 West Michigan Avenue, Grand Rapids, Mich.

With San Francisco "Examiner"

A. King, formerly in charge of financial and transportation advertising of the San Francisco *Daily News*, has joined the display advertising staff of the San Francisco *Examiner*.

Meat Account to Crawford-Harris

The Pacific Meat Company has appointed the Vancouver office of Crawford-Harris, Ltd., advertising agency, to direct its advertising in Vancouver, Victoria and New Westminster.

Death of H. E. Woodward

Harold E. Woodward, vice-president and general manager of the Woodward & Tiernan Printing Company, St. Louis, died recently at that city. He was forty-one years old.

Joins Kuhn Agency

Miss Jean Patrick, formerly with the advertising department of the Bend, Oreg., *Bulletin*, has joined the Randolph T. Kuhn Advertising Agency, Portland, Oreg., as production manager.

Opens Studio at Louisville

James N. Lewis, Jr., has opened an advertising art studio at 55 Starks Building, Louisville.

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OAKLAND WOMEN ARE SPENDERS

This does not mean that they are wastefully ex-
travagant, but does mean
that in department, dry
goods and variety stores,

they annually expend a sum exceeding
\$35,800,000, according to the United
States Department of Commerce.

Of this large total, \$32,000,000 is
spent for purchases made in the
department stores, while \$3,700,000
goes to dry goods, general and variety
stores.

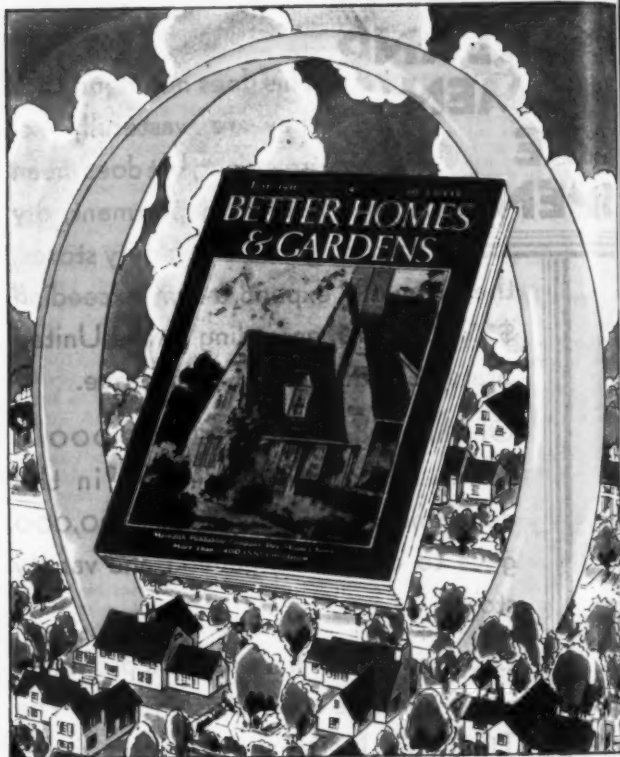
Local merchants have found it profitable
to concentrate their sales efforts in The
TRIBUNE. National distributors find it
good policy to follow their example.

Oakland Tribune



National Advertising Representatives:
WILLIAMS, LAWRENCE & CRESMER CO.
Los Angeles San Francisco New York
Chicago Seattle

In the center of



BETTER HOMES

The Gardened Home



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QUESTION: Are wedding-ring-readers better *food* prospects?

ANSWER: Yes! Because the *married woman* means not just one mouth to feed but at least two—usually three or four or more; because the *married woman* views food as a serious family problem—calling for a serious, sizable budget; because the *married woman* is more interested in a magazine that talks Home and Food and Child Care—instead of fashions and foibles and frilly fiction.

HERE is a select circle of wedding-ring readership...a circle attracted to Better Homes & Gardens through its exclusive home appeal...that takes in its embrace city, town, suburb...that unites 1,400,000 families with a common purpose: the making of a *better home*.

More than that—Better Homes & Gardens is the one magazine edited exclusively for the *gardened home* family. That means:

A home where living is still a gracious art—and cooking is still a pleasure; where appetites are sharpened by garden work and outdoor play; where dinner bells bring more feet a-running; where more meals are eaten *at home*; where men have much to do with menu-making.

Summed up and simmered down, it means an 18-carat market for products of equal mettle. Put *your brand* in the center of this "ring"... in the fastest growing non-fiction monthly in America!

& GARDENS

a Better Market
for

BETTER
FOODS

© NEWMYTH PUBLISHING CO.
DES MOINES, IOWA

The Fresh Viewpoint



A comparatively new member of the purchasing committee of Mister Consumer and Family, the high school son, nevertheless, commands the respect and interest of the senior members by the fresh viewpoint he brings to the family council.

If he is a Scout, his parents, mindful of his training, pay heed to his opinions of the merits of the product under consideration and their decision is duly influenced.

BOYS' LIFE, the official publication of the Boy Scouts of America, is regularly bought and read by 200,000 such young men whose fresh viewpoint influences the family purchases.

Just 15 years old, an Eagle Scout in Fairfax High, Hollywood, Cal., JEAN GLEIS typifies the quality of Boys' Life circulation.

BOYS' LIFE

2 PARK AVENUE NEW YORK

CHICAGO
9 W. WASHINGTON ST.

BLANCHARD, NICHOLS, COLEMAN
LOS ANGELES SAN FRANCISCO

BOSTON
OLD SOUTH BUILDING
SEATTLE

An Industrial Campaign That Did

New Departure Provides a Campaign That Affirms Several Principles

By Aesop Glim

FOR today's lesson we will consider some industrial advertisements that "did." As a matter of fact, all of today's advertisements are from one campaign—four advertisements selected more or less at random from one year's campaign.

This is a diatribe that should really be signed "As told to Aesop Glim by CARLETON B. BECKWITH." But far be it from Old Aesop Glim to sacrifice all the limelight.

Mr. Beckwith is advertising manager of The New Departure Manufacturing Co. By way of summary he says:

"The construction industry was a new field for us, consequently we wanted to break in as quickly as possible. Our competitors were using single pages monthly. We proposed to dominate by using two-page spreads in two colors every other week. Not satisfied with this, we decided to vary the colors constantly, and to use color in broad areas for pleasing effects. We never used a color for the type

unless it was surrounded by solid black areas. In other words, we avoided the usual mistake of weakening the legibility of our typography with the use of color. Instead, we increased the attractiveness of the ads by tickling the color palate, in playing on the primitive love of man for strong primary colors.

"Wherever possible our captions did not tell the whole story, but rather piqued the curiosity of the reader and led him into reading the entire ad.

"The copy is addressed to the manufacturer over the shoulder of the contractor, who also reads the publication we used.

"In spite of the fact that we started advertising in the worst part of the depression and before the Government program for large construction projects had started, we increased our sales 18½ per cent in the first eight months in this industry. This is remarkable, since it is not usual to expect definite results at such an early stage, in the campaign."



The various features of the new design of the New Departure Ball Bearings are shown in this advertisement. The New Departure Ball Bearings are of steel and are made in the United States.

TRACKSON—up to its neck in work
... and liking it!

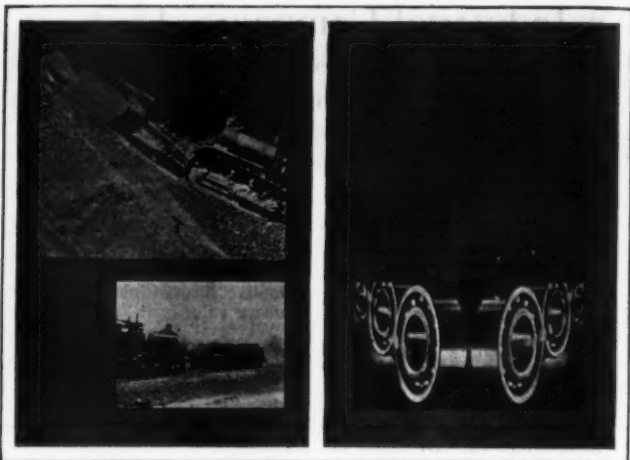
Believed to be the most reliable and most widely used in the world today, the New Departure Ball Bearings have been tested for over 100 years and have proved their reliability in every field of work. Their long life and ability to stand up to the most severe conditions of use have made them the standard of the industry. They are made of the finest materials and are carefully inspected and tested before leaving the factory. They are the only ball bearings that are made in the United States and are the only ones that are made to the highest standards of quality. They are the only ball bearings that are made in the United States and are the only ones that are made to the highest standards of quality. They are the only ball bearings that are made in the United States and are the only ones that are made to the highest standards of quality.



NOTHING ROLLS LIKE A BALL

New Departure

Ball Bearings



From this point on, we will proceed with Mr. Beckwith on the Question-and-Answer basis — with a fine disregard for quotation marks and kindred annoyances. Every answer will bear careful study and consideration.

Q. What particular problems were to be met by the advertising?

A. The construction industry had not been cultivated adequately by either advertising or sales effort. Consequently, the anti-friction bearings used by that industry were largely of another make and type. The object of the campaign was to make a real impression on this industry with a minimum expenditure of time and money.

Q. What objectives were set up for the campaign?

A. (a) To obtain recognition for New Departure Ball Bearings as high quality, heavy duty, precision bearings, with ample radial and thrust load capacities for the severe conditions met with in the Construction Industry.

(b) To impress readers that New Departure Ball Bearings have advantages not found in other makes or types of bearings.

(c) To stimulate our own salesmen to more aggressive selling efforts in this industry.

(d) To gain and hold the good-

will among those concerns already using our product.

(e) To get new business.

Q. What were the chief appeals determined upon for presentation in the advertising and why were they chosen?

A. (a) The plan was to use "performance" copy showing the successful use of New Departure Ball Bearings in various pieces of construction equipment.

(b) To stress the difficult service conditions met with.

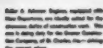
(c) To show how New Departure Ball Bearings were more than equal to the task.

(d) To demonstrate that "Nothing Rolls Like a Ball" and that, therefore, New Departure Ball Bearings reduce friction and wear to a greater degree than other types of bearings . . . and since wear is resisted so successfully, no readjustments nor replacements need be made on the job, thus permitting a continuous and profitable use of the equipment.

Q. What methods or plans were adopted for correlating the advertising with other means of selling used by the advertiser, particularly personal salesmanship?

A. Reprints of each advertisement were made and sent to all our salesmen and to the trade in gen-

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movement that is far from well planned. The 1980s are viewed as the "Golden Era" of the Reagan era. It is a matter of fact, that over 4 million Americans have been laid off for considerable periods in various regions – with seriously negative impacts on performance and profits. It follows that another major challenge that we face is to improve performance. One design principle of a modern enterprise system. Performance is greatly affected. There is no radical thinking in redefining the way to do this is necessary . . . they require that another running of a War Impact of automation resulting in "progress" they talk in terms of process, performance and efficiency – not. When they suggest new programs . . . their design goals may well be based more on cost savings in labor intensive and "cheap" than on the benefits and the weaknesses they are

with New Departure Ball Bearings

© The Star Signature Manufacturing Company, General Office and Sales Office, General Distribution Service, Chicago, Can. Patent Pending. 1984. 1-800-4-A-STAR.

There are three points in this



McCormick-Deering Tractors

... you'll find their tracks
all over the earth

And what a record of achievement they have laid out! Roads, dunes and bridges, immovably stand as monuments to their power. There is a tractor with a rugged engine made from, into the daylight body of which are welded its steel driving shafts. A perfect defense against abrasion and wear—the reason for longer life of gears, shafts and bearings. What kind of bearings? New Departure Ball Bearings are used to carry a steel shaft under constant, steady pressure, under the heaviest loads. New Departure strength has been proved a million times over in McCormick-Deering tractors. . . . New Departure stands the test in construction work. . . . The New Departure Manufacturing Company, Bristol, Connecticut, Hartford, Chicago, San Francisco, London.



NOTHING ROLLS LIKE A BALL

NEW DEPARTURE BALL BEARINGS

campaign that impress Old Aesop Glim particularly.

First, the fact that *enough* money was spent in preparation costs. In this case the preparation costs were almost equal to the space costs. Too many advertisers get penny-wise-and-pound-foolish on this subject. I would like to see a good paraphrasing of "The gift without the giver is bare" to apply to the subject of preparation costs. Such as: The bare space without adequate preparation is still bare.

Second, the concentration in one publication—as evidence that it pays and pays well to use one publication thoroughly before you add the second publication. (Then use the second thoroughly before you add the third.) Too many advertisers want to talk about the number of publications they are using—regardless of any other consideration. In essence they may be said to throw a lot of good bricks into the field—but they fail to build a tower by this unthorough method.

Third, the copy and particularly the headlines deserve comment. Notice Mr. Beckwith's original statement: "Wherever possible our captions did not tell the whole story, but rather piqued the curiosity of the reader and led him

into reading the entire advertisement."

The copy is human—can you imagine human copy applied to a story of machinery? Somewhere, somehow, somebody has at last discovered that technically trained men are still human beings.

New Account for Beaumont & Hohman

The San Francisco office of Beaumont & Hohman, advertising agency, has been appointed to direct the advertising of the Greco Canning Company, San Jose, Calif. Radio advertising is being used, other media to be added later.

Julian Elfenbein with Haire

Julian Elfenbein, formerly assistant secretary of the Irish-Scottish Linen Guild, Inc., has been appointed editor-in-chief of *Linens*, recently acquired by The Haire Publishing Company, as previously announced. Mr. Elfenbein at one time operated his own advertising business at New York.

Buys Jay Printing Company

Frank M. Wulf, formerly advertising manager of the W. S. Tyler Company, has purchased the Jay Printing Company, Cleveland, and will conduct a creative and production printing service.

Advanced by Consolidated Press

Charles T. Croucher has been advanced to the position of assistant business manager of the Consolidated, Press, Ltd., Toronto.

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FAMOUS SECOND MEN



Paging the Minute Men

The Battle of Lexington was won by the *Minute Men*. But don't forget the *Second Men*. They—Paul Revere and his pals—kept the Minute Men up to the minute.

Paul was the fastest *second man* out. In fact he was a split-second man. While the "brass hats" of the army were dreaming sweet nothings, he raced through the town to warn them that the British

were coming. And when the British came—they saw, and were conquered.

* * *

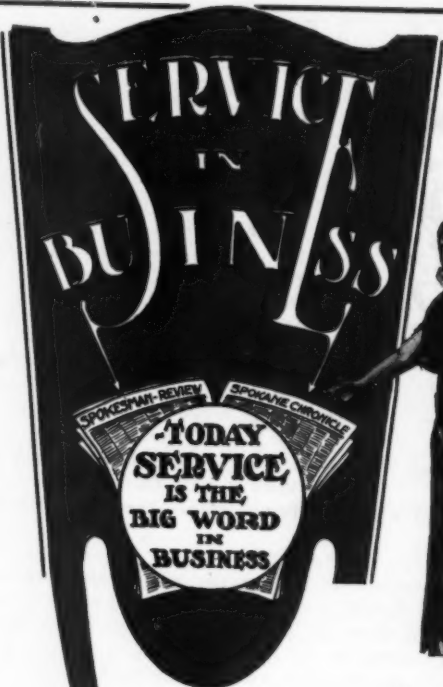
Modern business must be as alert as the Minute Men. In every office there's a Paul Revere, a *second man*, who makes this possible. He keeps the organization up to the minute. He warns the big boss, who is often asleep to the fact, that waste or inefficiency is attacking the business. And his warnings are heeded. More than that, his recommendations for combating these enemies are followed. If you're selling something to keep the modern business modern, you'd better try selling it to the *second man* 'cause he's the one in business who really buys. You can reach him most easily through his own magazine, **SYSTEM**. Every advertisement in **SYSTEM** speaks directly to the *second men* in American business—your real buyers.



System

Tenth Ave. at 36th St., New York

A MCGRAW-HILL PUBLICATION



SEND
for BOOKLETS
"SERVICE
IN
BUSINESS"
(COMMENTS BY
A BILLION DOLLAR
SUPER-SALES
GIANT)

also "MARKET FACTS
ABOUT THE
SPOKANE COUNTRY"

THE SPOKESMAN-REVIEW
98.1% 95,000 COMBINED CIRCULATION
COVERAGE—SPOKANE METROPOLITAN

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"BILLION-DOLLAR-SALES-GIANT"

DISCUSSES SPOKANE

SPOKESMAN-REVIEW *and* CHRONICLE SERVICE

CALVIN COOLIDGE SAID: "The permanent foundation for trade lies in SERVICE. So long as we BENEFIT people with our goods we can expect to supply them."

FIRST, of all, **NEW**Spapers: That THE SPOKESMAN-REVIEW and SPOKANE CHRONICLE have SERVED WELL and BENEFITED the consumers in one of America's richest markets for nearly 50 years is proved by the fact that they supply more than 95,000 **NEW**Spapers daily to the 102,247 urban families in their field.

NEXT, **ADDITIONAL WORTHWHILE SERVICE TO READERS AND ADVERTISERS**: Adhering rigidly to their policy of supplying **FIRST**, of all, **NEW**Spapers, THE SPOKESMAN-REVIEW and CHRONICLE go a step further through investing \$35,000, during the present year to advertise *your* advertising—this, in addition to supplying worthwhile market information to aid sales executives, and a merchandising service that **REALLY SERVES**.

AND HERE'S A "BILLION-DOLLAR-SALES-GIANT'S" IMPROVEMENT: More than a thousand sales and advertising executives in America have enthusiastically commended the services rendered by these newspapers; included among these are many of the keenest sales and advertising minds of the age. The combined annual sales of the companies whose representatives have placed their stamp of approval on these services exceeds the huge total of a Billion Dollars a year.

98% of All National Advertisers

Using Spokane newspapers whose copy is acceptable and not conditioned on news or editorial support

Choose The Spokesman-Review and Spokane Chronicle

THE SPOKESMAN-REVIEW and SPOKANE CHRONICLE each
rejected over 50,000 lines in first 6 months 1931

W **SPOKANE DAILY CHRONICLE**
UNDUPLICATED
98.4%
SPOKANE AND 100 MILES—URBAN COVERAGE

Display Men Meet

Emile Schmidt, of Gimbel's, Philadelphia, was re-elected president of the International Association of Display Men at the recent annual convention at Boston. Carl V. Haecker, Montgomery Ward & Company, Chicago, and William Scharninghausen, Bon Marche, Seattle, were elected first and second vice-presidents, respectively.

J. B. McCann, S. Kann & Sons, Washington, D. C., was named third vice-president and I. E. Ogg, Moore Dry Goods Company, Sharon, Pa., is the new treasurer. J. W. Foley, Chicago, was re-elected secretary.

From the window display service departmental meeting at the convention came a new association, the Display Installation Association. This association will be comprised of members of window display service organizations and is affiliated with the International Association of Display Men. The purpose of the new group is to promote co-operation and good-will among its membership and to promote a better understanding of the benefits of installed window displays on the part of national advertisers.

R. S. Rileigh, Rileigh Window Display Service, Kingston, Pa., is president of the new group. H. M. Copellman, New England Display Service, Boston, is vice-president; E. Preston Browder, Window-Craft Display Service, Buffalo, N. Y., is treasurer; and Samuel J. Hanick, The S. J. Hanick Company, Philadelphia, is secretary.

That the display man's function is not so much to put a pretty picture in the window as to sell merchandise was a point brought out in the convention by Arthur Price, sales promotion manager of The Namm Store, Brooklyn, N. Y. The display man, he said, should be classified not as a window dresser, but as a merchandiser of executive capacity.

C. F. Chatfield to Direct Browning, King Advertising

C. F. Chatfield, at one time advertising executive with the Fairchild Publications, has been appointed to the newly created position of general advertising manager of Browning, King & Company, clothing chain. Mr. Chatfield was for ten years with Barron G. Collier, Inc., New York, and later conducted his own publishers' representative business at that city. It is planned, under his supervision, to center all Browning, King advertising activities at the executive offices at New York.

Appoints Addison Vars

The Bordeaux Laboratories, Inc., Albany, N. Y., manufacturer of steam generator heating systems, has appointed Addison Vars, Inc., Buffalo, N. Y., advertising agency, to direct its advertising account.

To Represent "Nature"

George Gladding has been appointed to represent *Nature*, Washington, D. C., in the Detroit territory. He was with the former *People's Popular Monthly* also in Detroit.

P. V. Troup Retires from L. & T. and L.

Paul V. Troup, for many years head of the media department of Lord & Thomas and Logan, Inc., at Chicago, has retired, according to an announcement made by Albert D. Lasker, chairman of the agency's board of directors. Mr. Troup has been with Lord & Thomas and Logan for more than forty years.

Frank A. Cuddihy, who, as reported last week, has joined Lord & Thomas and Logan, becomes director of the media department of its Chicago office.

"Mr. Troup's retirement from active service as the head of our media department marks the inauguration of a retirement policy we have recently adopted whereby members of our organization who have given meritorious service over a period of years become eligible for retirement upon request," Mr. Lasker stated. "The something over forty years of service which Mr. Troup has given to our company, and to advertising, unquestionably entitles him to be called dean of advertising agency space buyers. There are few men in advertising today who have witnessed and participated actively in the growth of advertising agencies from the days of space brokers to the present time as has Mr. Troup."

Thomas E. Basham Agency Reorganized

Thomas E. Basham, head of the Thomas E. Basham Company, Louisville, Ky., advertising agency, has reorganized that agency and has taken over all interests in the business. D. J. Rammera, formerly secretary-treasurer, and J. Seaton Huff, formerly vice-president, have retired from the business.

Under the reorganization, Mr. Basham continues as president; Hugh B. Fleece, attorney, has become vice-president and M. P. Basham, secretary-treasurer. These three will also comprise the board of directors. Headquarters of the agency will continue at Louisville with the Chicago office continuing as a branch.

Appoint Grace & Holliday

Grace & Holliday, Detroit advertising agency, have been appointed to direct the advertising of the following accounts: Michigan State Fair and Exposition, South Eastern Michigan Tourist and Publicity Association and the Greater Detroit Committee, Inc. Newspaper, outdoor, radio and direct-mail advertising will be used.

J. B. Rose Advanced by "Outlook and Independent"

Julian B. Rose, for the last year and a half with the New York office of the *Outlook and Independent*, has been made Western advertising manager. Blanchard-Nichols-Coleman will continue as representatives on the Pacific Coast.

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A greater Circulation
and a greater Volume
of Advertising than
any other Daily News-
paper in the West

LOS ANGELES
EVENING HERALD

Representatives

NEW YORK	DETROIT	CHICAGO	SAN FRANCISCO
HERBERT W. MOLDNEY	RAY MILLER	JOHN H. LEDERER	A. J. NORRIS HILL
342 MADISON AVE.	GEN'L MOTORS BLDG.	326 MADISON	HEARST BLDG.

Audits of Four Wisconsin Weeklies Ready

The first four weekly newspapers of Wisconsin to have a circulation audit will have their certified reports ready for distribution soon. These papers are the Fort Atkinson *Jefferson County Union*, the Horicon *Reporter*, the Mayville *News* and the Waupum *Leader-News*. Several other papers have applications on file for an early audit by the accountants of the Wisconsin Press Association. The association set up its audit bureau machinery following action taken at its winter convention last February. It is expected that twenty to thirty weekly papers will be audited during the current year.

C. T. Green to Head McCrory Stores

Charles T. Green, formerly vice-president and director of S. H. Kres & Company, has been elected president of the McCrory Stores Corporation, operator of chain stores. He succeeds J. G. McCrory, who has been made chairman of the board. Mr. Green will take up his new duties on July 15.

Hair Oil Account to McMullen, Sterling & Chalfant

The National Oil Products Company, Inc., Harrison, N. J., has appointed McMullen, Sterling & Chalfant, Inc., New York advertising agency, to direct the advertising of its Euthol, an olive oil product for the hair and scalp.

R. L. Putnam with Plumbing Journal

Russell L. Putnam, formerly vice-president in charge of sales of the A. W. Shaw Company, has joined *The Plumbers and Heating Contractors Trade Journal*, New York, as director of sales promotion.

Mohair Group Appoints McLain

The National Mohair Promotion Bureau, New York, has appointed the McLain Organization, Inc., Philadelphia advertising agency, to direct its advertising account.

Appoints R. J. Bidwell

The Staats-Zeitung und Herold, New York, has appointed the R. J. Bidwell Company, publishers' representative of San Francisco, Seattle and Los Angeles, as its representative on the Pacific Coast.

Appoints McCready-Parks

Edwin Jackson, Inc., New York, manufacturer and importer of period mantels and fireplace equipment, has appointed McCready-Parks, advertising agency of that city, to direct its advertising account.

Report Results of Newspaper Rate Study

An elaborate statistical analysis of newspaper advertising rates over the country has been published in "The Journal of Business," of the University of Chicago. The study, involving the rates of 1,053 newspapers, was made under the direction of John H. Cover, professor of statistics at the University of Chicago; P. J. Thompson, professor of advertising at the University of Texas, and Vincent J. Cohenaur, research assistant to Dr. Cover.

In an attempt to study the relation of size of circulation to unit cost of newspaper advertising space, these men grouped the 1,053 newspapers into classes based upon circulation, without reference to advertising rates. Trend or "normal" milline rates were then set up for each class. From these data, by certain statistical methods comparison was made between the various classifications in order to determine the so-called "normal" trend that exists between size of circulation and unit space cost over the newspaper field as a whole. In all cases only general advertising rates were used. All discounts and extra charges, such as for quantity discounts and composition charges, were ignored.

By comparing any actual circulation of a newspaper with this so-called "normal" rate for its class, any advertiser, it is claimed, can approximate the position of that newspaper and investigate reasons for variation above or below.

Differences in rates, it is pointed out, may in part be accounted for by differences in population; by competition; by quality, and by the strife of appeal, such as special attention to the field of finance.

Milwaukee Market Research Council Re-elects

C. C. Chappelle, of the Pabst Corporation, has been re-elected president of the Market Research Council of Milwaukee, a group of market and sales analysts connected with retail, wholesale and manufacturing firms and advertising agencies of the city. J. L. Whitet, of Ed Schuster & Company, is vice-president, and John E. Dally, of the Milwaukee *Journal*, is secretary and treasurer.

New Account to Evans, Nye & Harmon

Bethlehem Associates, Inc., New York, real estate and building construction, has appointed Evans, Nye & Harmon, Inc., advertising agency of that city, to direct its advertising account. Newspapers and direct mail will be used.

R. V. Cline with Elliott Service

R. V. Cline, formerly with the Firestone Tire & Rubber Company, Akron, Ohio, is now representing the Elliott Service Company, Inc., New York, in its bank window display division.





One Bright Young Man and Two Average Girls!



ONE bright young man and two average girls schedule production twice a day in a shoe factory—it might have been in any one of a hundred other industries. The mechanics of the job are simple—because the planning back of it all has been carefully thought out. From cutting room to packing room shoes move in an orderly, uninterrupted flow. Every possible cause for delay has been anticipated.

The bright young man and his two average girls do the work. Management did the planning. Management knew that so many shoes could be cut by machine, so many by hand; that each day's work must contain first, second and third grades in the right proportions; that styles must be so distributed that lasts would be available the instant shoes left the stitching room. Management learned that the 12-pair lot was the ideal production quantity; management bought hundreds of 12-pair racks. Management knew that empty racks in the packing room were no good when the lasting room needed them; management invested many hundreds of dollars in an automatic conveyor. Management knew it must anticipate the foreman's objection that elevator service was so poor he couldn't move shoes in or out of his department; management bought automatic elevators.

(Continued on next page)

(Continued from preceding page)

Shoes are now made in 11½ days instead of 23. Inventories are kept at a low point. The stock department still makes instant deliveries—all to the pleasing accompaniment of dollars saved. And one bright young man, aided by two average girls, does the work. As a matter of fact, there isn't much work to be done because management did the planning.



"Planning and scheduling"—the basic job which led to an appreciable increase in this plant's net profit, and in its buying power—is only one of the fundamentals of plant management about which the readers of **FACTORY & INDUSTRIAL MANAGEMENT** are constantly receiving new ideas and news of methods of application used in other plants.

The men who read **FACTORY & INDUSTRIAL MANAGEMENT** make up a group of more than 30,000 preferred prospects for you. They are alert, well-informed managers and as such know what they are trying to accomplish in their plants, what equipment they need to do it with and how to use the equipment they buy—profitably.



Read by general managers, works managers, general superintendents, factory managers, etc.

FACTORY AND INDUSTRIAL MANAGEMENT

A McGraw-Hill Publication

520 North Michigan Ave.

Chicago, Illinois

You Can't Stage Demonstrations Without a Stage

Let Stores Appoint Demonstration Co-ordinators and Both Manufacturer and Retailer Will Get Results

By a Sales Promotion Manager

MY work is devoted largely to the planning of store demonstrations for our products. I am convinced that, on a part-time basis, I could rightly be considered working for a number of retailers. I can't promote the sale of our goods without promoting the sales of our retailers. Why is it, then, that so many retailers neglect or refuse to co-operate with me?

Retailers themselves do not question the value of demonstrations. Haven't I been censured because I wasn't quick enough to get demonstrations into stores? Haven't I been complimented on the profits our demonstrations have brought to retailers? Yet, some of these same retailers give me little or no co-operation on new plans offered to them. They do this in spite of profitable experience.

Why? For one reason and one reason only—the absence in almost every store, large as well as small, of a responsible individual who will co-operate with the manufacturer in a proper staging of demonstrations. It is up to the manufacturer's sales promotion manager to find such a key person, either by designation of the store management or by personal contact. In the meantime, all manufacturers should get together and do their utmost to bring order out of chaos. There is needed joint effort to impress upon retailers the profitable advantages of having what I choose to call a "demonstration co-ordinator."

An effort was made to bring the subject up for discussion at the recent meeting of the sales promotion managers' group of the National Retail Dry Goods Association. The attempt was nipped by a department-store executive who told the inquiring representative of a manufacturer that manufacturers should "stick to their lasts."

The inference is that manufacturers should produce and that stores should sell. Either blindly or willfully, he failed to realize the amount of money* that is spent yearly for sales promotion by manufacturers.

What he probably meant to imply is: Mr. Manufacturer, continue to create promotion plans, but do not tell us what to do with them.

Maybe this executive would like to have demonstrations handed to him on a silver platter. If demonstrations do promote sales and retailers encourage manufacturers to create them, the least that the manufacturer can ask is that they be used. I am reminded of the article in *PRINTERS' INK* of March 5 by a retail advertising manager. He pointed out why demonstrations fail. He told all that manufacturers do not do to get co-operation.

His suggestions are to the point. Their weakness rests in the fact that manufacturers cannot get the help of retailers to put them into effect. It is recommended, for instance, that the manufacturer have his contact man call a conference of the merchandise manager, buyer, stylist, publicity director, display manager, superintendent and advertising manager. We have done so in our company.

After this conference, who in the store is to take care of follow-up details? There must be someone to whom the manufacturer can go. The buyer has too many things to do to send follow-up plans to him. The display manager probably has forgotten all about the conference. The stylist, too, is busy working on other plans—they may all be attending another conference.

No matter how thorough the plan, co-operation will be lacking unless the manufacturer has a key

contact at the store. He will find that window-display space has been given to an insistent buyer, that a competing demonstration is going on, that advertising material has been mislaid, that any or all details have been neglected. Plans will be certain to run more smoothly and satisfactorily if a co-ordinator is appointed by the store and charged with the responsibility of setting the stage for the demonstration, distributing all the props and giving the various executives interested, cues for their part in the performance.

I have no trouble where this co-operating responsibility is delegated to one individual.

Our salesman outlines the demonstration idea to the buyer. It is next explained to the merchandise manager. If the idea is approved, our salesmen are trained to ask that a meeting be called of all people in the store whose activities

should tie-in with the plan. After the meeting, that there may be no hitch, the salesman asks that someone be appointed to line up all these people so that they will be ready to do their bit when the time comes.

We have even gone so far as to draw up a contract that specifies what the store is to do and what we are to do. Advertising material is sent the store from four to six weeks in advance of the scheduled event. My job is to leave nothing to chance. I write personal letters to advertising manager, merchandise manager, stylist, display manager and buyer.

Where the co-ordinator is on the job, our demonstrations have gone over and we have won endorsement of the idea from the stores. The plan cuts out waste. It insures a profit to the stores and ourselves for our time and money expenditure in promotion work.

What Groucho Says

These Things Shall Abide Forever—II

HOWDY! Didn't expect to see you back for the second half of that interview. I'll try to be snappy this time.

Things in an agency which shall abide?

First agency existed to get a rake-off on sale of space—last one before the world comes to an end will be on earth for the same purpose.

The "advertising man" will go on forever. What? Yep! Even after there's no advertising. What kind of a guy is he? I hate to tell you. He knows a lotta things, but not very much about any one thing. If he is very intellectual he's not an ad man, he's just a scholar in the ad business. See the difference? If he should ever learn all there is to know 'bout any subject, he'd be hard to keep in the ad biz.

Isn't the ad man any good? You bet he is. He spills optimism which is often useful; people only hate him when his optimism doesn't seem useful. He's a better watch dog than a pomeranian pup. He can do odd jobs beautifully, from

washing dishes in a client's home to interviewing President Hoover. He'd be scared to butt in on the White House for himself, but representing International Broccoli, he would dare talk turkey to the Supreme Court and appear before the directors of Chase National with an oration on Hollandaise Sauce.

But of all his charms, the greatest is that he's "conscious." He's tomato-soup conscious, hair tonic conscious, automobile conscious, sewer-pipe conscious, client conscious, up to about a hundred items. It's better (to him) to be conscious of a lot of things than to know about several of 'em. Why? Easy. Being science conscious he's ready to show a red-headed hair root under the microscope and thereby get a color ad for the leading magazines, and all that supports quite a lot of families. So you see he is soundly economic. Being sanitary conscious, he projects a beautiful fight among anti-septic makers as to which shall be admitted to the post of honor on your bathroom shelf. Being I-

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So They Hired A Chinese Doctor!

In China, so they tell us, a doctor is paid as long as he keeps people well. But when they're sick, he gets no pay.

That may be the old original wage incentive plan for all we know but it sounds like sense.

A parallel principle is being applied to the job of maintaining the "good health" of industrial equipment and buildings. When modern, continuous-production methods developed, industry soon learned that delays caused by equipment failures cost more than a staff of trained men employed to foresee and prevent breakdowns. So industry hired a Chinese doctor—better known as its maintenance engineering staff.

The men who make up maintenance engineering staffs are maintenance superintendents, plant engineers, master mechanics, chief electricians, and their assistants. They are paid for using their technical knowledge and experience in the selection, installation, programmed upkeep, replacement and repair of equipment and buildings so that costly production delays are prevented.

MAINTENANCE ENGINEERING is devoted to the job of telling industry's "Chinese Doctors"—men on maintenance engineering staffs in all industries—*what to do, how to do it, and what to do it with* in the maintenance of plant equipment and structures.



Read by maintenance superintendents, plant engineers, master mechanics, chief electricians, etc.

MAINTENANCE ENGINEERING

(Formerly INDUSTRIAL ENGINEERING)

A McGraw-Hill Publication

520 N. Michigan Avenue

Chicago, Illinois

ought-to-make more-money conscious, he's either a busy stock gambler or a pest to his Gent. Treas. Being client conscious, he's a world authority on speakeasies and theaters. Because he is oratorically unconscious he speaks vigorously and with persuasion. If he is cigarette conscious, god help all of us who are readers or listeners. Being golf conscious, he keeps many clubs from bankruptcy by his liberal purchases of guest tickets. Oh there's no end to it. Boy—but isn't he conscious!

He's a crank which keeps turning and so the old advertising organs keep grinding out tunes, popular favorites, such as "Oh, how I love my Toasted Hay!"

Yep! The Advertising Man is a great guy. If he had more brains he'd be a school teacher and not make so much money. If he had less brains he'd be a sideshow barker and still do pretty well.

How can I talk that way? Cuz I'm one of 'em and I know all about it.

You're welcome. Yes, I have more to say on the subject, but you may not want it.

By the way, I ought to put all of the above in quotes. I got it from a client of mine.

GROUCHO.

India Tea Starts Record Campaign

For the India Tea Bureau's fiscal year extending from April of this year to March of 1932, advertising will be carried on through 561 daily newspapers from coast to coast and in seven national magazines. Radio advertising in local areas and talking pictures are also on the advertising program for the coming year which, it is reported, will mark the most intensive campaign thus far carried on by the India tea growers.

Bernard Estes with Oberfelder-Franken

Bernard Estes, formerly with the Charles B. Coxhead Organization, has been appointed vice-president in charge of merchandising and marketing and elected a member of the board of Oberfelder-Franken, Inc., New York advertising agency.

May Oil Burner Appointment

The May Oil Burner Corporation, Baltimore, has appointed Dorland International, New York, to handle its advertising throughout Europe.

Advertising Conventions in Retrospect—by S. C. Dobbs

UNITED STATES BOND & MORTGAGE CORPORATION OF GEORGIA
ATLANTA, JUNE 30, 1931.

Editor of PRINTERS' INK:

I was greatly impressed with the character of the addresses delivered at the recent convention of advertising men in New York. They were the best that I have ever heard at any of these conventions. It is heartening that men of the type of Dr. Frank and Governor Roosevelt will lay down their work to come to these conventions and speak.

This was not the case twenty years ago. At Omaha, I was the program committee and I found great difficulty in inducing men of standing and ability to come to that convention. The outstanding man at the Omaha convention was Senator "Lafe" Young; and "Lafe" Young, Jr., afterwards became a power in the organization. Ed. Meredith, who later became president, was brought into the work largely through the influence of Tim LeQuatte.

As you doubtless know, I have been entirely disassociated from advertising activities since 1920; but this year I felt the urge of going back and meeting some of my old friends in the advertising fraternity. It was not, however, an unmixed joy. I found that the large majority of the men who were active in the Omaha and Boston conventions had passed on, and I was almost a stranger in my own home.

S. C. DOBBS.

Sheffield Bronze Powder Appoints J. J. Donnelly

James J. Donnelly has been appointed director of sales and advertising of The Sheffield Bronze Powder & Stencil Company, Cleveland. He was formerly director of sales and advertising for many years of the Ohio Varnish Company, Cleveland, and more recently was associated with the Glidden Company.

Cutlery Account to Moss-Chase

The Cattaraugus Cutlery Company, Little Valley, N. Y., has appointed The Moss-Chase Company, Buffalo, N. Y., advertising agency, to direct its advertising account.

Transferred by McCann-Erickson

Bennett Moodie, for the last two years with the Los Angeles office of McCann-Erickson, Inc., has been transferred to the Seattle office as a junior account executive.

Appoints Botsford-Constantine

The Merriman School, for girls, has appointed the San Francisco office of the Botsford-Constantine Company, to direct its advertising account.

"Refuse to be STAMPEDED"



THE BLACKMAN COMPANY was born in the dark days that followed the panic of 1907.

It helped its clients fight their way out of that slough.

The lessons we learned from that experience guided us through the slump of 1921. They are guiding us now.

The most important of these lessons was this:

"On a falling market, refuse to be stampeded into desperation-advertising. Get the facts, face them, but make them work *for* you, not *against* you."

We are facing the facts with our clients today, knowing that we are in a battle with economic forces which are far stronger and more destructive than any competition we have ever met before.

But we—and our clients—*refuse to be stampeded*. We believe this is a time to *build*.

We are equipped to help several new clients—of the leader type—who agree with us that this is a time to build.

THE BLACKMAN COMPANY

Advertising

122 EAST 42ND STREET, NEW YORK, N. Y.

MAGAZINE NEWSPAPER OUTDOOR STREET CAR RADIO

Here's The Man Who Can Buy QUALITY PRODUCTS

INCOME over \$16,000. Owns over \$119,000 in securities. Carries over \$42,000 in life insurance. Owns at least one motor car. Such a man is a prospect who can afford to buy.

The above description fits the average reader of Barron's, The National Financial Weekly—as shown by a recent survey. Barron's is one of the Barron Group: The Wall Street Journal, Boston News Bureau, and Barron's The National Financial Weekly. This average is typical of the readers of the BARRON GROUP a national group circulation available to the advertiser. Here is a circulation for which there is no substitute. Here are the people who can afford to buy quality products.

A recently completed survey entitled "Wealth", a 24-page booklet of facts and figures bearing on this concentrated quality market, will be sent to interested advertisers or their agencies.

A special rebate covering all three papers of **THE BARRON GROUP**

This special rebate will be quoted to advertisers or
advertising agencies upon application.

Address either: E. B. Ross, Advertising Department of The Wall Street
Journal, 44 Broad Street, New York City, or Guy Bancroft,
Advertising Manager of Boston News Bureau, 30 Kilby
Street, Boston, Massachusetts

The BARRON GROUP

The Wall Street Journal

Boston News Bureau

Barron's, The National Financial Weekly

The Automobile Industry Tackles Another Merchandising Problem

The Threatened Break-down of the Distributing Machinery Emphasizes the Importance of Real Independence in the Dealer Organization

By Roy W. Johnson

THOUGH it isn't spectacular, or accompanied by bursts of martial music, one of the biggest constructive merchandising jobs in history is being tackled by the automobile industry right now in connection with distribution. I have been told, and there is no reason seriously to doubt it, that the problem of distribution in the automobile field that was brought to a head by the depression is the biggest problem that the industry ever faced, or perhaps any industry. Superlatives aside, however, it is certainly one grand little problem, and one that goes pretty well down to fundamentals. An examination of its features is worth, I think, almost any amount of fine-spun theorizing as to the value and importance of independent initiative and individual responsibility in a distributing organization.

I have said that the problem really goes down to fundamentals, and this is evident from the fact that though the depression finally brought it to a head, it was not caused by the depression. The depression only rendered it emphatic. Alfred P. Sloan, Jr., president of General Motors, declared in a recent statement to dealers and bankers: "It must be admitted that the trend, even in years of prosperity, has been adverse to the dealer body as a whole."

That is a sizable admission! We are so accustomed to having the automobile industry held up as the last word in merchandising efficiency that such a declaration from one in President Sloan's position comes as something of a shock.

It has been estimated by those in a position to know, that more than 15,000 dealers went bankrupt and "passed out" between October, 1929, and January, 1931. At any

rate there was a net loss in dealerships of more than 9 per cent in 1930 alone. Those that survived faced a serious curtailment of their credit with the local banks. This, broadly speaking, was a tendency that had already set in before the depression began, but of course the bad times accentuated it. As a credit risk, the automobile dealer, generally speaking, had sunk from first to third or even fourth class, so far as his individual responsibility was concerned. I am not referring here to installment paper that was mainly re-discounted by the finance companies through the large metropolitan banks, but to the willingness of the local banks to discount the manufacturer's sight drafts covering the purchase of new cars.

It was a situation that could not be remedied by propaganda, or by superficial palliatives such as new models or price reductions. It could not be remedied, either, by shattering the existing state of things to bits, and remoulding nearer to the heart's desire. The existing system of distribution was clearly better than no system at all, and the present leaders of the industry, though they were not responsible for it, were compelled to carry on with it. Such remedies as were applied would have to deal with the situation fundamentally and constructively, not merely as temporary expedients adopted in the hope of postponing the evil day.

I am told that the "big shots" in the industry held many secret and serious and heart-searching conferences before they arrived at a virtual agreement as to what was really wrong and what could and should be done about it. Whether or no, there is a virtual agreement upon the analysis of the situation, and to a large extent upon the remedy. Boiled

down, the conclusion of the industry amounts practically to this:

"The automobile distributing machinery is breaking down mainly because the dealer has never had the chance to develop his own independent initiative and responsibility. Though operating on his own capital, he has never built an independent business of his own, because he has been virtually the representative of the manufacturer, serving primarily the latter's interests, and bound by the specific restrictions of a contract. He has been compelled to develop the function of salesmanship to the exclusion of the other functions of successful retailing. What is needed is something that will put the dealer into the automobile business for himself."

The "Papa Knows Best" Doctrine

In all of which there may be a certain degree of significance for manufacturers in other lines, who are intent upon placing the retailer in hampering strings of one sort or another in the form of contractual obligations. The doctrine that "papa knows best," whether with respect to minimum assortments of styles and sizes, or with regard to resale prices, may sound attractive. But to the extent that it deprives the retailer of his right of independent judgment as concerns his own business, it tends to weaken his real effectiveness as a distributor.

Nobody in particular is to be blamed for it. In the beginning there was no such thing as an automobile dealer. Furthermore, the automobile was not the sort of article that could readily be taken on as an additional item by retailers already established in other lines. It was practically necessary to build up a distributing organization from nothing; to start from the beginning.

Again, the unit cost of the dealer's stock was very high, and depreciation was tremendous. The business was, in those early days, highly speculative, and those who sought most eagerly to go into it were likely to be none too responsible when it came to financial obligations. The manufacturers simply had to protect themselves

by requiring cash in advance, or on sight draft. They felt that they had to protect themselves by a form of contract which provided for cancellation of the franchise "without cause."

Experience and ability in managing a retail business were not required in those days, or were not essential requirements. The essential requirements were (1) capital, or the ability to get capital, and (2) salesmanship, salesmanship, salesmanship. It was the dealer's job to take the quota of cars assigned to him by the factory, and sell them. Whether he succeeded in making any money for himself or not, or succeeded in establishing anything substantial in the way of a business, was his own lookout. His job was to sell and keep selling all the time, and though theoretically he could not cut prices, in reality he cut them right and left through the medium of trade-in allowances on used cars.

As the automobile swung into its stride of popularity and competition grew keener, the pressure upon the dealers grew more intense, and the effort to keep abreast of the demands of the factory became more than ever a matter of salesmanship. Those were the days of strong-arm, high-pressure methods, and some of the factory sales managers were simply ruthless in the demands that they made of their dealers.

All that is changed now, of course. But it isn't hard to see why nothing like a stable and self-sustaining distributing organization could emerge from such conditions. The ordinary standards of judgment and prudence that make stable and self-sustaining business possible were not developed, and indeed were not wanted. Selling ability was the one pre-requisite to success, and the dealers who survived and made money in good times were men who possessed the enthusiastic, over-sanguine temperament of the salesman. Where prudent business men would have ploughed their earnings back into the business, they in far too many instances invested them in big and striking buildings, and spectacular

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Are You a GRIT Alumnus ?

MORE than 500,000 successful American business and professional men could see themselves in this picture. The fancy would take them back fifteen, twenty, perhaps thirty years, to boyhood days in little country towns where they received their first business training as local agents for GRIT.



To all GRIT alumni, salutations! You will be interested to know, gentlemen, that the young lad shown here is following faithfully the same path you trod years ago. He orders his copies of GRIT every week, and pays for them in cash. His customers meet him at the door, nickel in hand, just as they used to greet you.

Demand circulation, today as always! Each subscription is renewed fifty-two times every

year, through 19,000 boy agents. That voluntarily proffered nickel is still our strongest guarantee to advertisers of reader interest in GRIT.

And why not? Over 423,000 families—more than ever before—read GRIT each week. Small town families have changed many of their living habits in the past half century, but GRIT is still a welcome visitor, week after week.



Read Every Week by Over 423,000 Families in 14,000 Small Towns

Member A, B, C.

Williamsport, Pa.

and luxurious showrooms, or attempted to run a chain of branches in surrounding territory.

Take it all in all it is, as I said before, a rather important problem that has been inherited by the present rulers and administrators of the automobile industry. For as President Sloan says in the same statement from which I have already quoted: "The present and future success of any manufacturer in the automotive business must be directly measured and limited by the success of that manufacturer's dealer organization. It is a problem which must be tackled effectively and aggressively by manufacturer and dealer alike.

"In this case," he says, "certain of the fundamental causes are not hard to see. Corrective measures, however, are somewhat hard to prescribe. When I say 'hard to prescribe' I am speaking fundamentally. It might not be difficult to inject into the situation temporary measures of relief. If, however, they were not of a fundamental character they would only serve to intensify and not correct our weakness—there would result no real progress."

The industry, in short, is compelled to make its omelette with the eggs that are available, and the job that it is facing is virtually that of taking a bunch of salesmen (and real estate operators) and making substantial and independent retail merchants out of them.

General Motors Plan Is Typical of the Industry

In what follows I am describing the policy and procedure adopted by General Motors in connection with its approximately 26,000 dealers. In general, though not always in specific detail of course, this is typical of what the industry is driving at. I was assured by Alfred Reeves, manager of the National Automobile Chamber of Commerce, that systematic efforts were being made to the same end by at least four or five other leading manufacturers in the field, and that the methods adopted were similar if not altogether identical.

The first step in the program is familiar enough. It consists in setting up definite standards of practice; a working pattern or operating program for the dealer, conformity to which will keep him in a sound merchandising and financial position, and enable him to progress consistently. These operating programs, however, are not the familiar blanket codes, expressed in generalities, and applicable to all dealers of a certain grade or class. They are worked out in specific detail.

For the Chevrolet dealer, for example, who handles a hundred new cars a year, there is set up a certain minimum requirement as to operating capital, a definite scale of allowances on used cars taken in exchange, a definite standard ratio between new car sales and used car sales, the process being carried on down to the number of mechanics, wage rates and layout of equipment in the dealer's service shop.

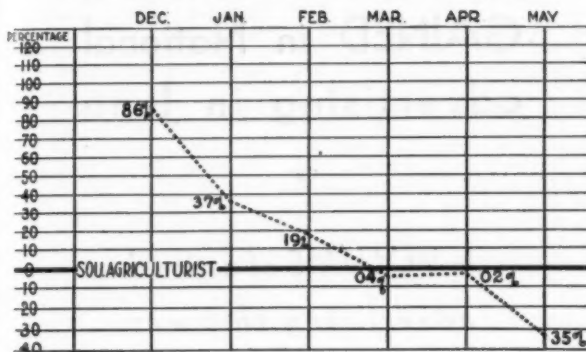
These programs, of course, do not represent procrustean beds on which the dealers are to be stretched. They are standards which represent sound and profitable management on the part of the dealer which is also acceptable from the standpoint of the factory. They are also standards of measurement as to progress, in connection with the special service to dealers afforded by the subsidiary Motor Accounting Company.

This latter organization goes to the dealer and says something like this:

"With your agreement and co-operation we will give you a specific analysis of your present position, showing exactly where and how you are falling short of the standard of profitable operation. We will install for you a thorough and comprehensive accounting system, which will enable you to grasp the facts, and we will instruct your clerical force in the operation of it. Furthermore, we will give you a detailed and specific forecast for the next thirty days, showing exactly what should be accomplished in each department of your business in order to meet the standard requirements. We will

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..... More Recent Trends in Advertising Lineage in Two Southern Farm Papers



Explanation: The solid base line represents the advertising lineage of Southern Agriculturist for each month. The dotted graph line represents by months the percentage of lineage appearing in all editions of Progressive Farmer and Southern Ruralist in excess of (or below) the lineage of Southern Agriculturist. As Southern Agriculturist publishes only one edition, this is the only real basis of comparison. The percentages are based on checking by the National Advertising Record. A similar chart based on the average total lineage of all editions of the Progressive Farmer and Southern Ruralist will be mailed on request.

December was the peak of the increased lineage resulting from the merger of Progressive Farmer and Southern Ruralist in September, 1930. Since December, the comparative lineage, as old contracts expired and advanced rates became operative, has shown a steady decrease. For the past three months, this "all edition" lineage has been below that of Southern Agriculturist, the deficit in May amounting to 35 per cent. For a reason, compare recent copies of the two papers.

Southern Agriculturist

B. KIRK RANKIN, Publisher

NASHVILLE

TENNESSEE

THE ST. LOUIS STAR

**GAINED in National
advertising in June**

▼

*In VOLUME of national
advertising this was
the LARGEST of
ANY JUNE IN THE
HISTORY OF THIS
NEWSPAPER*

▼

The St. Louis Star was the only St. Louis newspaper (daily and Sunday) to show a gain in National, Local and Grand Total Advertising.

National Advertising Representative: GEO. A. McDEVITT CO.

July 9, 1931
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tell you precisely *what* you ought to do, and *why* you ought to do it.

"At the end of the period, we will make another analysis and check this forecast of progress against your actual performance. We will see that you understand all the facts, and the reasons for our recommendations, and we will then make another forecast of progress for another month in advance. We will thus afford you what amounts to a continuous audit, but it is in reality a continuous report of progress and not merely a balance sheet or profit and loss account."

This service is rendered on the monthly basis so long as is necessary, and as soon as the dealer begins to acquire a grasp of the essential principles of management the forecasts and audits are extended to cover three-months' operation. Copies of all recommendations are sent to the zone sales manager of the appropriate car division so that the factory is able to co-operate directly with the dealer.

The service, of course, is not compulsory, nor is it rendered gratis. The dealer pays his share of the expense in the form of a *per diem* rate for the field man's service. No attempt is made by any of the factories to dragoon dealers into accepting it. The fact that 400 field men (aside from the office staffs at the various headquarters) are kept busy is a pretty good indication that no blackjacks are necessary.

An indication of the results is given by President Sloan when he refers briefly to the experience of one group of 2,500 dealers in a single division as follows:

"In August, 1930, there was a substantial reduction in consumer sales as compared with the previous year. Despite this fact, this group of dealers showed an all-over gain in their competitive position. Total fixed expenses were reduced by approximately \$1,000,000 for this month alone as compared with the same month of the previous year. Used car losses were proportionately reduced. Such a large decrease in unit sales would have normally wiped out all

possible profit and resulted in a loss. However, these particular dealers were able to maintain profits at 50 per cent of the previous year's level in spite of a 45 per cent reduction in unit sales volume. In a single territory or sales zone a reduction in expense on an annual basis for seventeen dealers was effected amounting to \$484,000; reductions in individual expenses varied from \$3,400 to \$100,000 per year."

There is not much doubt that Mr. Sloan is expressing the settled conclusion of the industry as a whole when he says that the future success of the manufacturer will be measured and limited by the success of his dealer organization. Which means, unless I am vastly mistaken, that automobile competition is entering still another phase. It is useless to prophesy, of course, but the results will in all probability be worth watching.

Hauser-Lawrie Company Formed at Milwaukee

The Hauser-Lawrie Company has been incorporated at Milwaukee to succeed the business of the Clifford Loew Company, advertising novelties and signs. Eugene Hauser, who carried on the business of the Loew company since the death of Mr. Loew several years ago, and Clyde W. Lawrie, formerly advertising manager of the Val Blatz Brewing Company, are the principals of the new company.

Advanced by "Dairy Tribune"

Hugh Thompson, formerly advertising representative of the *Dairy Tribune*, Mount Morris, Ill., has been appointed Eastern representative of that publication, as well as of *Poultry Tribune* and *Hatchery Tribune*. His headquarters will be at 1355 Bellview Avenue, Plainfield, N. J.

Appoints Homer McKee

P. R. Mallory & Company, Inc., Indianapolis, has appointed the Homer McKee Company, Inc., advertising agency, to direct the technical advertising of its Elkonite and Elkaloy, Electrodes and Elkon radio condensers.

F. E. Hollis with Danville, Ill., "Commercial-News"

Frank E. Hollis, for the last thirteen years with the Terre Haute, Ind., *Star-Post*, has been appointed advertising director of the Danville, Ill., *Commercial-News*.

Chicago Society of Typographic Arts Elects

Logan Anderson, of the R. R. Donnelley & Sons Company, was elected president of the Chicago Society of Typographic Arts at the recent annual meeting. Other new officers are: J. L. Frazier, editor of *Inland Printer*, vice-president; R. H. Middleton, Ludlow Typograph Company, secretary; and J. A. Lyons, Mergenthaler Linotype Company, treasurer.

Edwin B. Gillespie, of Bertsch & Cooper, the retiring president, was elected a director, as were John W. Jennings, of the Grauman-Jennings Studios, E. G. Johnson and Faber Birren.

W. L. Clark to Direct J. I. Case Sales

William L. Clark has been appointed sales manager of the J. I. Case Company, Racine, Wis., manufacturer of farm machinery. He was recently general sales manager of the Parker Pen Company, Janesville, Wis.

Harry L. Reichenbach Is Dead

Harry L. Reichenbach, active for many years in theatrical publicity and advertising, died at New York on July 3. He was forty-nine years old.

R. F. Walker, Sales Manager, Jewel Tea

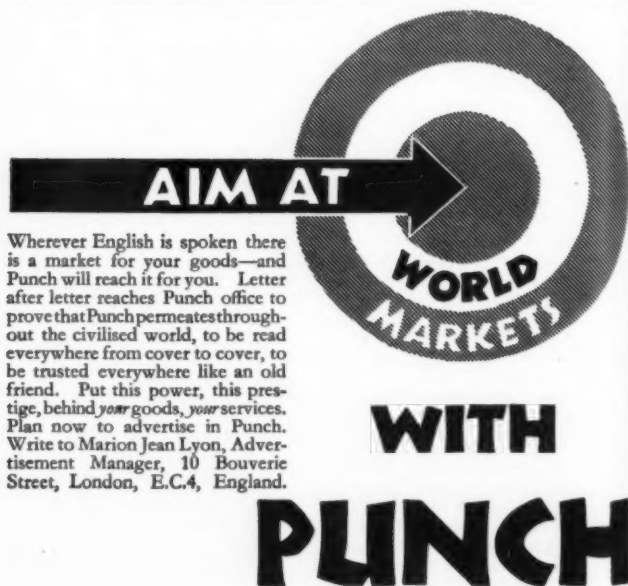
Robert F. Walker, president of the R. F. Walker Advertising Agency, Inc., Chicago, has been appointed general sales manager of the Jewel Tea Company, Barrington, Ill., succeeding J. C. Regan, resigned. Mr. Walker, who is discontinuing his advertising agency business, will also serve as a vice-president and director of the Jewel Tea Company.

Other new appointments in the Jewel organization place C. W. Kaylor as assistant sales manager, George Barren as director of publications and J. E. Schlipper as Kansas City district sales manager.

Again Heads Oregon Editorial Group

Ralph Cronise, editor of the Albany, Oreg., *Democrat-Herald*, was re-elected president of the Oregon State Editorial Association at its forty-fourth annual convention held recently at Salem. Harris Ellsworth, editor of the Roseburg *News-Review*, was re-elected treasurer of the association.

The association went on record as holding that radio programs and broadcasting announcements will be considered the same as advertising and that such announcements will be charged for by the newspapers at the regular advertising rates.



AIM AT

WORLD MARKETS

WITH

PUNCH

Wherever English is spoken there is a market for your goods—and Punch will reach it for you. Letter after letter reaches Punch office to prove that Punch permeates throughout the civilised world, to be read everywhere from cover to cover, to be trusted everywhere like an old friend. Put this power, this prestige, behind *your* goods, *your* services. Plan now to advertise in Punch. Write to Marion Jean Lyon, Advertisement Manager, 10 Bouverie Street, London, E.C.4, England.

Manager,

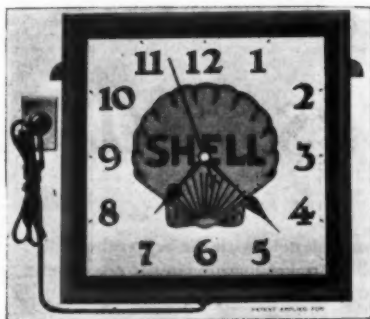
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NO SALES DEPRESSION

One nationally known manufacturer used over 50,000 Gilbert Clocks in three months on a plan which greatly increased sales without any additional cost to their company.

Many others have successfully used a similar plan. Why not write for full details?

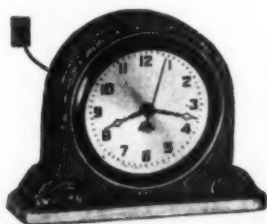
WILLIAM L. GILBERT CLOCK COMPANY

Winsted, Connecticut

Clock Manufacturers Since 1807

New York Office
200 Fifth Avenue

Chicago Office
10 S. Wabash Avenue



ADVERTISING rates reduced

Effective immediately with the September, 1931 issue, we announce substantial reductions in the advertising rates of The Farm Journal.

These times demand aggressive action on the part of intelligent publishers who endeavor to serve both readers and advertisers.

Lower prices for supplies, greater economy in operating costs, plus a policy of building circulation without forced or expensive methods, enables the efficiently managed publication today to effect certain economies.

The Farm Journal has been a leader in the agricultural field for 54 years. We are glad again to lead off by making this reduction in our advertising rates, and so do our part in helping advertisers lower sales costs.

The Farm Journal offers advertisers 1,500,000 reader homes. It is our purpose to maintain this circulation. We shall continue our plan of enhancing its value to advertisers by improving and refining its quality, and by further increasing our circulation in the country while we still further reduce it in towns, to eliminate duplication with general magazines.

It is also our purpose to still further increase the remarkable reader interest in The Farm Journal, which has been built by giving our readers the highest quality editorial matter obtainable and giving it to them the way they like it and understand it.

P. E. WARD, Publisher.

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U. S. Retail Trade Totaled 53 Billion in 1929

Retail sales of merchandise in the United States, as estimated by the Department of Commerce, amounted to \$53,000,000,000 in 1929. This is the first official survey of retail trade and the estimate is based on statistics gathered by the Bureau of the Census in its census of distribution.

Of the total retail sales, \$50,000,000,000 was handled through 1,549,000 retail stores, and \$3,000,000,000 was sold to ultimate consumers by direct sales of manufacturers and other producers. Strictly service businesses, such as laundries and barber shops, are not included, nor are insurance or other such utilitarian businesses.

The census figures show that there are 1,549,000 retail stores in the forty-eight States and the District of Columbia, 12.6 per 1,000 inhabitants, and that the average store does an annual business of \$32,297. The average per capita purchases at retail amount to \$407.52, indicating for a family, of from three to five people, retail purchases of from \$1,250 to \$2,000.

For the first time in history, it is stated, business men have knowledge instead of guesses concerning retail trade, sales and outlets and per capita sales. The plan cost the Federal Government in the neighborhood of \$4,500,000, representing a field canvass of every city, town and rural area.

New Canadian Campaign for Durant Motors, Ltd.

As part of the company's plans for an intensive selling program during the next few months for Durant products, a new advertising campaign has been started by Durant Motors, Ltd. This advertising, handled by Mitford Advertising, Ltd., Toronto, is appearing in a list of publications across Canada and comprises a series, "Resources Behind Durant Products." Illustrations of the extensive plant at Leaside and interior views of the various processes in building Durant automobiles and Rugby trucks are shown. The opening announcement occupies page size and the follow-up advertisements are 800 lines in size.

Super Feeds, Ltd., Toronto, has also appointed Mitford Advertising, Ltd., to direct its advertising. Farm papers and direct mail will be used.

Join Swan Studios

I. W. Fernandez, formerly with the Mingo-Fernandez Studio, has joined The Swan Studios, Chicago, advertising artists, in a sales capacity.

Le Roy Jansen and Ed Beecher, artists, have also joined the staff of The Swan Studios.

Pelton & Pelton Appoint

Pelton & Pelton, Chicago, manufacturers of swimming suits, have placed their advertising account with the Jewell F. Stevens Company, advertising agency of that city.

Business Fellowships Established at M. I. T.

Six fellowships, carrying monetary values of \$1,500 each, have been established in the department of business and engineering administration of the Massachusetts Institute of Technology, Cambridge, Mass. The men who have established these fellowships, and who will be the mentors of the six men holding them, are: Lamot du Pont, president of E. I. du Pont de Nemours and Company; Alfred P. Sloan, Jr., president of the General Motors Corporation; John R. Macomber, chairman of the board of Harris, Forbes and Company; Francis Wright Fabyan, of Boston; Charles A. Stone, chairman of the board of Stone & Webster, Inc., and Charles Hayden, of Hayden, Stone & Company.

The purpose of the fellowships, which will lead to degrees of master of science in business administration, is to make it possible for a carefully selected group of young men of proven intellectual ability and outstanding personality to develop their natural qualities of leadership, vision and sound judgment by special professional training. The men holding the fellowships will make a report of self development to their sponsors each year for five years.

Joins Baltimore Agency

William Gordon, Jr., formerly a member of the sales promotion department of the Johns-Manville Sales Corporation, Cleveland, has joined the staff of David Campbell Gibson, Baltimore advertising agency.

Appoints Aubrey & Moore

The B. S. Pearsall Butter Company, Elgin, Ill., has appointed Aubrey & Moore, Inc., Chicago, to handle advertising for its Elgin Mayonnaise, Thousand Island Dressing and Relish Spread.

Joins Mills-Wolf Agency

Charles L. Haynes has joined The Mills-Wolf Corporation, Tulsa, Okla., advertising agency, as vice-president and merchandising counselor.

With El Dorado Papers

Francis W. Faris, formerly with the El Paso, Texas, *Herald* and *Times*, has been appointed advertising manager of the El Dorado, Ark., *Daily News* and *Evening Times*.

New Business at San Francisco

Donnell, Wright & Simon is the name of a new radio advertising business formed at San Francisco. Offices are located in the Hearst Building.

Start New Dental Journal

Modern Dentistry, a new magazine, is being published at Brooklyn, N. Y., with offices at 2921 Atlantic Avenue. It will be a quarterly.

C. E. Little Leaves Beacon Falls Rubber Shoe Company

Clinton E. Little has resigned as president of the Beacon Falls Rubber Shoe Company, Beacon Falls, Conn. He had been with the company for twenty-five years, having started as a salesman and advancing to general sales manager. He left the company to become manager of the sole and heel division of the United States Rubber Company, returning to the Beacon Falls Company in 1925 as president.

New Accounts to Flagler

The Wm. Henry Maule Company, Philadelphia, seedsmen, and the American Mushroom Industries, Reg'd., Toronto, have appointed Flagler Advertising, Inc., Buffalo, N. Y., advertising agency, to direct their advertising accounts. Newspapers and magazines will be used on the American Mushroom account.

Appoints Boston Agency

The Britelite Company, Greenfield, Mass., manufacturer of Brite-lite metal cleaner and polish, has appointed Frank H. Jones, Boston advertising agency, to direct its advertising account.

Bobart Advertising, New Business

Bobart Advertising is the name of a new advertising business formed at New York with headquarters at 307 Fifth Avenue. Stuart G. Bart, formerly art and advertising director of *The Style Trend*, and Harry W. Bobley, formerly with *The Purchasing Agent*, are the principals.

Appoints Howland and Howland

The *Nassau Daily Star*, Lynbrook, N. Y., has appointed Howland and Howland, Inc., publishers' representative, New York, as its national advertising representative.

Book Publisher Appoints Albert Frank

Covici-Friede, Inc., New York, book publisher, has appointed Albert Frank & Company, advertising agency of that city, to direct its advertising account.

H. E. Dievenkorn has started a new art service under the name of John Alden Studios at 1725 Broadway, New York.

June Advertising Gain Over 130,000 Lines

The Philadelphia **DAILY NEWS** is the **ONLY** Philadelphia newspaper to show an advertising gain for June. The **DAILY NEWS** is the **ONLY** Philadelphia newspaper to show a gain for the first six months of 1931.

The A. N. A. prefers newspapers with "reader interest" and "measurable buying power." Here they are.

ABC Circulation, 210,270

PHILADELPHIA
DAILY NEWS

22ND & ARCH STS., PHILADELPHIA, PA.

NEW YORK
350 Hudson
Street

CHICAGO
Chas. H. Shattuck
333 N. Michigan Ave.

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An Open Letter to New England Manufacturers

An Advertisement by the Larchar-Horton Company



IRA NEWTON JELALIAN, Vice President
in charge of the Boston office

IN RECENT months we have heard many references to the state of affairs back in 1921. Present-day conditions have been compared to the last "black period" in industrial history.

To the Larchar Horton Company the comparison is particularly significant because this agency was established during those hesitant days. In 1921, the Larchar-Horton Company had faith in the future of New England business. That this faith was justified is shown by the fact that in ten years the number of clients has increased from three to twenty-four. Now, in 1931, we are privileged to serve many New England industrial concerns who are national leaders in their respective fields.

A study of present conditions throughout the country, as reported by governmental and private organizations, shows that the conservative policies of the last year and a half should now give way to more opti-

mistic and aggressive action. A hundred and twenty-five million people need those things which have always been the outward sign of the American standard of living. The shelves of retail stores are bare in comparison with 1929. Wholesalers' stocks are low. *These fundamental conditions are the foundation on which the business successes of the next five and ten years will be built.*

To demonstrate, in 1931, our continued faith in New England industries, and to be able to serve them more completely and efficiently, we have opened a Boston office, in charge of Ira Newton Jelalian, Vice President and Chairman of the Plan Board of the Larchar-Horton Company. Mr. Jelalian has had seventeen years' experience in the service of every major New England industry. To the concerns with whom we are now working, as well as to prospective clients, Mr. Jelalian brings a keenly analytical marketing mind, constructive and aggressive merchandising policies, and high professional standards in the creation of advertising.

* * *

THE LARCHAR-HORTON COMPANY is now in a position to serve a few additional New England advertisers, especially in these industries: shoes, leather, jewelry, silverware, food, drugs, confectionery, textiles, quarrying, building materials. . . . We welcome the opportunity to present—without obligation, of course—our qualifications for serving these industries.

LARCHAR-HORTON Co.

Advertising

Magazines—Newspapers—Radio

Outdoor Posters—Direct Mail

BOSTON: 1111 STATLER BUILDING

PROVIDENCE: 44 FRANKLIN STREET

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President and secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street. GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
C. B. LAERABEE, Associate Editor
BERNARD A. GRIMES, News Editor

EDITORIAL STAFF

E. B. Weiss
Thomas F. Walsh
H. W. Marks

Andrew M. Howe
Eldridge Peterson
Don Masson

Allen Dow

A. H. Deute, Special Contributor

Chicago: G. A. Nichols

Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, JULY 9, 1931

Dealers Who Won't Reduce Prices

A manufacturer in the drug field tells PRINTERS' INK that his prices are now the lowest they have been for twenty years. He has emphasized this fact to his retailers and recommended that they reduce their prices to the consumer proportionately. This the dealers in large numbers have refused to do.

Retailers have complained a great deal about the matter of price. They have accused advertisers of gouging them, of making them pay high prices so that the chains may profit. Chains and department stores have been quick to pass on lowered prices to consumers and it is odd, at least, that the independents, who have objected to price differential, are not willing to lower their prices when the opportunity offers.

Another manufacturer, who has reduced his prices radically, recently armed his salesmen with

price tickets for every item in his line. These tickets are marked with prices which will give the retailer a fair profit (in some instances a better percentage of profit than he was getting in 1929). The salesmen are being told that wherever possible they are to place these price tickets in retail stores—always, of course, after they have given the store owner a strong selling talk on the value of low prices.

Independents who have played so strongly on the sympathies of the manufacturer and the consumer may find that price is a two-edged tool. Undoubtedly they have in many instances been forced to hold the price bag while manufacturers made inside deals, special allowances and other concessions to chains. That is no reason why today these independents should not pass along liberal price reductions to consumers. If they consistently refuse to do so they merely play into the hands of the chains and injure their own cause.

Confusion Worse Confounded

Having got itself thoroughly entangled in a comedy of contradictions with the Trade Practice Conference as the theme, the Federal Trade Commission now seems to have launched another farce.

Its first excursion, this year, in the field of high comedy, was concerned with the Trade Practice Conference of the petroleum industry.

Its second excursion, and the one with which we are now concerned, is into the domain of public language. As one of its activities, the Commission has been attempting the delicate task of telling industry what the public's reaction is to various words in common, everyday use.

Thus, the Commission ruled that the public is of the opinion that castile soap is a soap made of certain specific ingredients. Unless a soap is made of the precise formula prescribed by the Commission, it may not be labeled "castile." Similarly, the Commission has entered the building materials field and made a ruling with regard to

the definition of building material important or ruled controlled word "mahogany furniture."

Several issues separate the types of mahogany desired? by the Commission and the review the

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the definition of a certain type of building material. And, most important of all, the Commission has ruled concerning the use of the word "mahogany" in the sale of furniture.

Several years ago, the Commission issued complaints against six separate respondents on the charge of falsely representing certain types of Philippine wood to be mahogany. Orders to "cease and desist" were issued. Upon review by the Circuit Court of Appeals, the Commission's order was upheld and the Supreme Court refused to review the case.

But lo and behold, the Commission now announces its "dismissal of a complaint charging the Gillespie Furniture Company with unfair methods of competition involving the use of the words 'mahogany,' 'Philippine mahogany' and other terms of which the word mahogany is a part, to describe furniture said to be made of woods other than mahogany."

Two of the five Commissioners dissented. One of the dissenters remarked: "The anomalous situation is now presented that, while six concerns are restrained from representing the Philippine wood as mahogany, the remainder of the furniture trade [in view of this latest ruling of the Commission] is left free to represent it to be mahogany."

In commenting recently on the utter confusion that exists in the Federal Trade Commission, PRINTERS' INK asked whether it is not time to place a new record in the machine. We are now beginning to wonder whether a new machine is not needed.

Banks and Public Confidence

A false report or rumor concerning a bank travels fast and far and frequently results in a "run." If too many people seek to withdraw their funds at the same time, the bank may close, because it cannot pay all of its depositors at once, inasmuch as a large portion of its cash is out on loans and invested in securities.

The public as a whole, however,

does not understand why all of the depositors' money should not be available at any time. People do not understand that a bank's profits are obtained by loaning a part of the deposits. In short, the public is woefully ignorant of the purpose, functions and problems of a bank. If it did know how banks operate, where their profits come from and what their problems are, there would be fewer runs and consequently fewer failures.

A forceful, comprehensive advertising campaign, sponsored, perhaps, by the American Bankers Association or by local groups, would go a long way toward building public confidence which has been shaken by the many recent bank failures. Educate the people to the place of the bank in the community, its functions and problems and its necessity, and more depositors will stand by their banks.

It is within the people's power to help prevent bank failure epidemics. But they cannot be expected to do it unless they are taught why banks deserve their confidence.

Set Your Traps Where the Mice Run

Set your traps where the mice run—an old, homely saying, but as true now as it was when it built profits, prestige and personality for the present big names in the industrial hall of fame.

True, there are new ways to catch mice. There are new gases, chemicals, poisons and some people still raise cats or weasels for the job. But between the slow methods and the too tricky and dangerous ones, there are still the tried traps which catch the mice-dollars.

It is high time to get the traps ready, baited with time-tested tempters, and to set them where the mice have always run and will soon run again.

Some will set their traps with new products designed for the greater convenience of the public, some with new prices, different designs.

The mice are getting ready to run again.

Time to get the traps ready.

Twelve Points for Management

During this transition stage of American industry, when progressive business executives are asking themselves leading questions about the very fundamentals of business, definite programs are in order.

More business men than ever before are now willing to swap ideas on basic policies so that they can go ahead together. The thought that business should set for itself a group of general objectives toward which all may work is being emphasized at all meetings of management executives. There exists a determination to do real research jobs, to work in experimental areas on new ideas, to examine more carefully the weak spots of an economic system under which recurring business cycles seem almost inevitable.

In the belief that planning is essential, not only for the benefits of industry, but for the preservation of an economic system which, for all its obvious faults, is far better than anything the world has yet produced, the April issue of *PRINTERS' INK MONTHLY*, sets down nine questions for management to ask itself. Since that time three other questions have been suggested by important executives who read the original article.

The check list for management, as suggested by important leaders in the progressive management group, now stands as follows:

1. Can we plan ahead more carefully?

2. Is our product styled and packaged correctly for present-day conditions? Is it priced correctly for present pocketbooks and yet high enough to pay production costs and a fair margin of profit?

3. Can we get closer to the consumer? By eliminating waste and improving our distribution methods, can we give him more for his money?

4. Have we questioned our selling methods in the same intensive way we questioned and simplified our production methods?

5. Is our sales and advertising presentation sufficiently changed to

meet changed conditions, or is it the same as two years ago?

6. Is our advertising adequate for our objectives; tied up closely enough with production and research?

7. What is our attainable volume?

8. What can we do in our industry to eliminate the lunatic fringe?

9. What is our business accomplishing for the social good?

10. Does our research use imagination as well as cost-saving technique? Do we use our research to keep ourselves, as well as our customers, reasonably dissatisfied with present products and methods?

11. Can we add a new product to stimulate off-season sales and thus employ men more regularly throughout the year?

12. Are we working closely enough with our distributors to suggest and point out to them better selling methods, dormant markets, new outlets which exist for our merchandise?

In the July issue of *PRINTERS' INK MONTHLY*, Senator James Couzens, chairman of the Committee on Interstate Commerce and long a business partner of Henry Ford, expands on point nine. His article has been widely quoted in the press.

In succeeding issues of the *PRINTERS' INK* Publications other business executives will similarly expand other points in this program of progress for American industry.

Building a better industrial structure will come solely as a result of individual effort on the part of business leaders who exchange ideas all of which lead toward definite objectives. We believe that the program and the series of articles which illustrate its principles will be well worth the attention of progressive industrialists.

H. B. MacLaughlin to Direct Emark Battery Sales

H. B. MacLaughlin, formerly with the Vacuum Oil Company, has been appointed sales manager of the Emark Battery Corporation, a division of Thomas A. Edison, Inc., Kearny, N. J.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

HOW MUCH TIME will it take to build a sound advertising plan? "Time enough to do it right," is the only answer we know.

Not how much ground we can cover, not how fast we can cover it, but how well we can do each job — that is our definition of service.

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

W. C. Arther Heads Pittsburgh Club

William C. Arther, president of the Ensign Advertising Agency, has been elected president of the Pittsburgh Advertising Club, succeeding J. M. McKibbin, Jr., of the Westinghouse Electric & Manufacturing Company. Robert F. Heywang, Pittsburgh manager of the American Type Founders Company, was elected vice-president. J. A. Cullison, of the National Fireproofing Company, was made secretary, and Fred Morgan, of the Bell Telephone Company,



W. C. Arther

was made treasurer.

Mr. McKibbin, retiring president, was elected to the board of governors, as were H. V. Jamison, and Robert E. Grove.

* * *

Juniors Touring the "Land of Ad"

The Ad Forum, Detroit's junior advertising club, is conducting a series of meetings under the title of "A Trip Through the Land of Ad" and is designating the various divisions of advertising as "ports of call" on its boat trip. Speakers, prominent in a particular phase of advertising, are called upon to act as pilots through the waters of each divisional "port."

Membership in the Ad Forum is made up of junior advertising executives from industrial firms, advertising agencies and allied art businesses of Detroit.

* * *

C. H. Kellstadt, President, Cleveland Club

Charles H. Kellstadt, vice-president and general manager of the Kinney & Levan Company, Cleveland, has been elected president of the Cleveland Advertising Club, succeeding James Leslie Hubbell, who has been president for the last two years. Other officers elected are: Harry W. Dankworth, first vice-president, and Paul Teas, second vice-president. Robb O. Bartholomew was re-elected treasurer and Horace C. Treharne was re-elected secretary-manager.

* * *

Better Business Bureaus to Meet

The annual convention of the Affiliated Better Business Bureaus will be held at Cincinnati from September 2 to 5.

J. N. McDonald Wins Summer Golf Meet

Joseph N. McDonald was winner of the 1931 annual golf tournament of the Summer Advertising Golf Association, held at the Equinox House links, Manchester, Vt., recently. He defeated J. A. Travers, 9 and 8. The first consolation flight handicap was won by H. A. Stretch, who defeated C. A. Jennings. Walter Bunnell won the second sixteen handicap from W. R. Giffing. The second consolation flight handicap was won by W. N. Volkmann, with Eugene Kelley, runner-up.

The down and outs, first division, handicap was won by R. B. Stuart, who defeated C. M. Mitchell. Down and outs, second division, handicap went to A. F. Reed, with D. L. Hedges, runner-up.

Rodney B. Stuart, New York, was elected president of the association for the coming year, succeeding Walter M. Ostrander. Ray McCarthy, New York, was made secretary-treasurer. Other officers are: Eugene Kelley, New York, first vice-president; Warren B. Foden, Rochester, N. Y., second vice-president, and J. A. Travers, Boston, third vice-president.

* * *

Oliver Benz Heads New York Sales Managers

Oliver Benz, director of sales of the Du Pont Cellophane Company, was elected president of the New York Sales Managers' Club at its annual meeting held last week. He succeeds Bevan Lawson, executive sales manager of the Dictaphone Corporation.

Edward Krehbiel, vice-president of Gorham, Inc., was elected vice-president, and George N. Ackerman, director of sales of the franchise department of the Doughnut Machine Corporation, was made treasurer. Carol Lytle, of the Dictaphone Sales Corporation, was elected secretary.

The board of governors for the coming year includes: Dr. Paul H. Nestrom, Columbia University; R. D. Keim, E. R. Squibb & Sons; J. R. Brundage, J. R. Brundage, Inc.; Elton G. Pratt, Smokador Manufacturing Company; Mr. Benz, Mr. Lawson, Mr. Krehbiel and Mr. Ackerman.

* * *

Denver Organizes Junior Advertising Club

As an outgrowth of a series of five addresses on advertising subjects which the Advertising Club of Denver sponsored for the business classes of the University of Denver, the University of Colorado and the Barnes Commercial School of Denver, a junior advertising club has been organized at the University of Denver.

The student organization is planning weekly luncheons for which the senior club will assist in providing speakers and the meetings of the senior group will also be open to the members of the junior organization.

DAILY ..

160,000 TAXI RIDERS will be readers of your ads ..

EVERY day of the year 160,000 New Yorkers and transient visitors hail Parmelee Cabs, enter and ride an average of 2 1/5 miles. These taxi riders are "A" prospects for the things you have to sell. The fact that they pass up the convenient and cheaper subway for the greater comfort of the taxi, proves that they have the money to pay for the things they wish.

The fact that they ride with Parmelee, the largest, safest and best set of cabs operating in New York City and other large cities throughout the United States, proves that they are discriminating.

No manufacturer could possibly segregate a more promising, wealthier or more influential group of prospects.

The Adometer commands the fascinated attention of every cab rider, without exception.

Adometer presents your advertisement inside the cab compartment where fog, rain or dirty glass cannot obstruct the view. Your copy rides in the cab with the passenger—two feet five inches from the eyes of your prospect, right in their laps.

Your copy is brilliantly illuminated and is the only light, bright spot in the shaded cab interior. If you have ever tried to keep your eyes off the screen in a darkened motion picture theatre, you know how irresistible is the appeal of light in a darkened place.

The Adometer makes your message more. And this motion invariably commands the fascinated attention of the cab rider, who, finding it impossible to read a newspaper as he rides, naturally gives his attention to the moving message placed before him.

The Adometer presents your advertisement in a single, undivided, uncut and undefaced unit.

The Adometer cannot fail to present your story to every cab rider. The operating of the Adometer does not depend upon the driver, nor can its movement be halted by the cab man. When the meter flag is dropped the Adometer is automatically lighted, and must stay lighted as long as the meter runs. The Adometer is geared directly to the transmission. While the cab is running your advertisement moves on and on continuously.

And now, with the invention of the Adometer, there has been perfected for the first time, a sure-fire method which will reach and influence every one of these 160,000 daily taxi riders.

Not a single rider can escape seeing your advertisement in full color, in motion and brilliantly illuminated, if you use the Norbert Felix method.

What other advertising medium offers you such positive assurance that your message will be seen and read?

What other advertising medium available can place your story in the laps of so many well-to-do men and women?

What other advertising medium which you can buy gives you such measurable advertising value?

At present low rates, the cost of placing your advertisement before 160,000 well-to-do passengers every day is less than 1/7 of a cent per taxi-cab rider reached. Is it any wonder that space, which will be available before November 1st, 1931, is rapidly being reserved by shrewd advertisers?

If you can't take advantage of an actual demonstration in one of our cabs, we will be pleased to furnish you full information about our plan, its cost, and an actual demonstration of the machine in the privacy of your office. Advertising agents and advertisers who are interested may secure full information by writing—

NORBERT FELIX, INC.

25 WEST 41st STREET

NEW YORK CITY

Announcement

IN further development of the activities which THE CHICAGOAN has carried on during its four and one-half years of service as a distinctive and timely magazine of the Chicago area, and prompted by cultural, civic and social developments which have enriched the field of its activity and influence, plans have been perfected for augmenting the scope and topical appeal of the publication.

These plans provide for a substantial elaboration of editorial content, an expanded and modernized pictorial treatment of text, and an increased size in physical format.

These developments will be effected with the issue of THE CHICAGOAN dated August, 1931. At this time the frequency of issue will be changed from fortnightly to monthly. Thereafter THE CHICAGOAN will be available on newsstands and through the mails on the Tenth of each month. Adjusted advertising rates will become effective August 1.

A fastidious approach and an intimate address to the smart Chicago market are obtainable exclusively in the pages of THE CHICAGOAN.

The CHICAGOAN

407 S. Dearborn St.
Chicago

1790 Broadway
New York

Western Representatives
Simpson-Reilly—Los Angeles, San Francisco

JULY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES(Exclusive of publishers' own
advertising)

	Pages	Lines
the Spur (2 issues)	72	48,168
own & Country (2 issues)	61	40,995
Country Life	47	31,765
Fortune	49	31,047
House & Garden	49	30,913
Artes (2 June issues)	66	28,545
Metropolitan	66	28,518
ation's Business	63	26,823
the American Magazine	62	26,729
American Golfer	34	21,479
Arts & Decoration	31	20,748
Sanity Fair	32	20,117
the Sportsman	31	19,799
Redbook	41	17,408
Popular Mechanics	78	17,360
House Beautiful	26	16,240
Motion Picture	35	14,982
Field & Stream	33	14,040
Better Homes & Gardens	30	13,343
Magazine of Wall Street (2 June issues)	31	13,228
Physical Culture	29	12,543
Boys' Life	18	12,410
American Home	19	12,108
the Chicagoan (2 June is.)	28	11,914
Review of Reviews	27	11,747
Popular Science Monthly	27	11,440
System	26	11,261
Extension Magazine	15	10,419
Country Club Magazine	17	10,362
American Boy	15	10,345
Motion Picture Classic	24	10,301
Greenland	24	10,178
Christian Herald	15	9,922
Carvers Magazine	43	9,716
Radio News	22	9,607
Home & Field	15	9,531
National Sportsman	22	9,428
Outdoor Life & Recreation	21	8,853
International Studio	12	8,188
World's Work	19	8,156
True Detective Mysteries	19	8,014
True Confessions	18	7,829
Sunset	18	7,782
Psychology	17	7,468
Golden Book	17	7,446
Hunting & Fishing	17	7,315
Wicks Magazine	14	6,572
Green Book	15	6,489
Film Fun	15	6,292
Atlantic Monthly	26	5,825
Science & Invention	13	5,667

GOOD
COPY

Employs analogies
at times. William
James wrote:

"One of the most
philosophical re-
marks I ever heard
made was by an un-
lettered workman
who was doing some
repairs at my house
many years ago.
'There is very little
difference between
one man and an-
other,' he said, 'when
you go to the bottom
of it. But what little
there is, is very im-
portant.'"

**HAWLEY
ADVERTISING
COMPANY**
Inc.

**95 Madison Ave.
New York City**

DO ADVERTISERS WISH MAGAZINE CIRCULATIONS DEFLATED

to a basis of reader
interest and measurable
buying power?

144 out of 146 large advertisers answered "Yes", voting in the recent survey made by the Association of National Advertisers.

Two "fact-giving" investigations, "How To Judge Circulation", an analysis of every subscriber in Youngstown, Ohio, and "A Market Audit of Circulation", a similar investigation in Atlanta, will be sent upon request. These investigations are evidence of the tremendous effect, economy and wisdom of using magazines with selected circulation, intense reader interest, and provable buying power.

THE LOGICAL MEDIUM FOR
REACHING THE MEN AT THE TOP

REVIEW OF REVIEWS

For forty years — Pre-eminent
in moulding Public Opinion
and Interpreting Public Affairs

55 Fifth Ave., New York City

	Pages	Lines
Forum	13	5,43
Young Men	13	5,44
Screen Romances	13	5,45
American Legion Monthly	13	5,46
Picture Play	12	5,14
Open Road for Boys	12	5,07
Dream World	10	4,41
True Experiences	10	4,26
Scribner's	17	3,73
Street & Smith's Big Seven Group	15	3,36
National Republic	8	3,29
St. Nicholas	8	3,29
Scientific American	7	2,94
American Forests	7	2,94
Model Airplane News and Junior Mechanics	7	2,83
Newsstand Group	13	2,84
Nature Magazine	7	2,81
Munsey Combination	12	2,60
American Mercury	10	2,16
Blue Book	5	2,07
Rotarian	5	2,06
Asia	4	1,89
Current History	6	1,26
Street & Smith Combination	5	1,13
Bookman	4	89

WOMEN'S MAGAZINES

Ladies' Home Journal	74	50,27
Vogue (2 issues)	76	48,27
Good Housekeeping	98	42,70
Woman's Home Companion	57	38,49
McCall's	56	38,29
Harper's Bazaar	55	37,11
Delineator	42	28,31
True Story	65	28,04
Pictorial Review	33	22,33
Photoplay	48	20,44
Holland's	22	16,93
Tower Magazines	27	11,50
Household Magazine	16	11,10
The Parents' Magazine	25	10,60
Junior League Magazine	23	9,84
Farmer's Wife	14	9,83
Woman's World	14	9,44
True Romances	18	7,80
Needlecraft	6	3,85
Messenger of Sacred Heart	17	3,77
American Girl	9	3,75
Junior Home Magazine	5	*3,73
Child Life	6	2,70
John Martin's Book	3	1,10

*July and August issues combined.

CANADIAN MAGAZINES

(June Issues)

MacLean's (2 issues)	74	51,72
Mayfair	68	43,11
Canadian Home Journal	49	34,00

Pages Lines

13	5,43
13	5,44
13	5,43
13	5,49
12	5,14
12	5,07
10	4,41
10	4,36
17	3,71
15	3,36
8	3,29
8	3,29
7	2,94
7	2,94
7	2,85
13	2,84
7	2,81
12	2,68
10	2,16
5	2,07
5	2,06
4	1,89
6	1,25
5	1,13
4	89

INES

74	50,27
76	48,22
98	42,18
57	38,48
56	38,28
55	37,11
42	28,38
65	28,04
33	22,33
48	20,44
22	16,93
27	11,58
16	11,16
25	10,68
23	9,84
14	9,83
14	9,64
18	7,88
6	3,83
17	3,77
9	3,73
5	*3,72
6	2,78
3	1,18

combined.

INES

74	51,72
68	43,11
49	34,00

100% CONCENTRATION in 1204 Profitable Markets



is the reason why Tower Magazines' July lineage gain is the largest in women's magazines.

And the reason why, in these days of more thoughtfully merchandised advertising, so many products are going into the pages of Tower Magazines . . . for concentrated direction into proved and profitable markets, where the potential in profit is even higher than the potential in volume.

The 1930 Federal Census lists 16,598 incorporated cities in the United States . . . 13,433 of these are rural and 3,165 are urban communities.

1204 of these urban communities are TESTED KEY MARKETS, in which

75% of the annual retail sales volume of the United States is confined.

Ask For an Index of the 1204 Markets

TOWER MAGAZINES, INC.
55 Fifth Avenue, New York, N. Y.
919 North Michigan Avenue, Chicago

	Pages	Lines
Can. Homes & Gardens...	52	32,974
The Chatelaine	35	24,178
Western Home Monthly...	32	22,406
Rod & Gun in Canada.....	27	11,477

JUNE WEEKLIES

June 1-7	Pages	Lines
Saturday Evening Post..	85	57,851
New Yorker	53	22,924
Collier's	29	19,690
American Weekly	10	19,338
Time	31	13,330
Literary Digest	26	11,956
Business Week	23	9,694
Liberty	19	8,136
Judge	8	3,426
Churchman	8	3,242
Life	5	2,300
The Nation	5	2,100
New Republic	3	1,470
Outlook	2	1,026

June 8-14	Pages	Lines
Saturday Evening Post..	80	54,596
Collier's	39	26,662
New Yorker	53	22,701
American Weekly	11	21,408
Time	43	18,651
Liberty	17	7,311
Business Week	17	7,178
Literary Digest	15	7,005
The Nation	9	3,500
Judge	8	3,319
Life	7	3,030
New Republic	5	2,121
Churchman	4	1,500
Outlook	2	1,026

June 15-21	Pages	Lines
Saturday Evening Post..	82	55,990
Collier's	30	20,671
American Weekly	10	18,778
Time	40	17,001
New Yorker	34	14,673
Business Week	20	8,608
Literary Digest	18	8,371
Liberty	17	7,401
Life	7	3,024
Judge	6	2,685
The Nation	5	1,900
Churchman	3	1,310
New Republic	2	1,046
Outlook	1	630

June 22-28	Pages	Lines
Saturday Evening Post..	81	55,121
Collier's	32	21,953
American Weekly	10	19,253
Time	36	15,407

	Pages	Lines
New Yorker	34	14,579
Literary Digest	20	9,232
Business Week	19	8,029
Liberty	14	5,811
Judge	6	2,773
Life	5	2,306
The Nation	5	2,050
Churchman	2	988
New Republic	2	676
Outlook	1	528

June 29-30	Pages	Lines
Time	23	9,653

Totals for June	Pages	Lines
Saturday Evening Post..	328	223,558
Collier's	130	88,976
American Weekly	41	78,777
New Yorker	174	74,877
Time	173	74,042
Literary Digest	79	36,564
Business Week	79	33,509
Liberty	67	28,659
Judge	28	12,203
Life	24	10,660
The Nation	24	9,550
Churchman	17	7,040
New Republic	12	5,313
Outlook	6	3,210

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

1. MacLean's (2 June is.)	74	51,721
2. Ladies' Home Journal..	74	50,271
3. Vogue (2 issues).....	76	48,274
4. The Spur (2 issues)...	72	48,168
5. Mayfair (June)	68	43,137
6. Good Housekeeping....	98	42,192
7. Town & Country (2 is.)	61	40,995
8. Woman's Home Comp.	57	38,499
9. McCall's	56	38,297
10. Harper's Bazaar	55	37,114
11. Can. Ho. Jour. (June)	49	34,017
12. Can. Ho. & Gar. (June)	52	32,974
13. Country Life	47	31,765
14. Fortune	49	31,047
15. House & Garden.....	49	30,913
16. Forbes (2 June is.)...	66	28,545
17. Cosmopolitan	66	28,518
18. Delineator	42	28,383
19. True Story	65	28,048
20. Nation's Business.....	63	26,823
21. The American Magazine	62	26,729
22. The Chatelaine (June)	35	24,178
23. West Ho. Mo. (June)...	32	22,406
24. Pictorial Review	33	22,333
25. American Golfer	34	21,479

Lines
14,579
9,232
8,029
5,811
2,773
2,306
2,050
988
676
528

Lines
9,653

Lines
223,558
88,976
78,777
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33,509
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12,203
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OVER-
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THE ADVERTISING APPEAL IN HOME & FIELD

- Hooked rugs . . . hexagonal tiles in mauve rose . . . wagon-wheel candelabra . . . chinese green cupboards . . . walls in a soft pewter-silver shade . . . all from a French provincial house on the river Seine.
- Peaked roofs, Chippendale sideboards, built-in cupboards, a seven-foot fireplace . . . Doors 175 years old between horizontal panels in a house at Woodbury . . . Broad polished board floors and hand-hewn beams in Aymar Embury's house . . . A barn at Wilton, Conn., made delightfully livable . . . A dozen styles in fences . . . Brickwork, porches.
- Four gardens, "designed for their backgrounds"; the lure of the pure white flower; new arrangements for the old-fashioned hardy pink!
- Lamps, draperies; table settings for the outdoor hostess; sprinkling devices; garden ornaments.
- This only begins to tell about Home & Field for July. What an inspiration-source for those in search of beautiful homes! What a background for advertising!
- Take your copy of this issue with you over the week-end and see why we're saying

WATCH HOME & FIELD
watch it grow—watch it develop

HOME & FIELD

572 MADISON AVENUE, NEW YORK CITY

FOUR-YEAR RECORD OF JULY ADVERTISING

	1931 Lines	1930 Lines	1929 Lines	1928 Lines	Total Lines
Town & Country (2 issues)	40,995	58,702	72,257	63,950	235,904
MacLean's (2 June issues)	51,721	53,860	63,590	62,955	232,126
House & Garden	30,913	42,461	57,989	56,547	187,910
Country Life	31,765	52,721	57,792	45,069	187,347
Forbes (2 June issues)	*28,545	*41,787	56,337	54,926	181,595
Nation's Business	26,823	38,138	42,550	33,350	140,861
Arts & Decoration	20,748	31,332	37,338	41,538	130,956
Vanity Fair	20,117	27,032	38,909	40,880	126,938
Cosmopolitan	28,518	30,747	33,741	31,496	124,502
The American Magazine	26,729	27,413	30,322	31,064	115,528
House Beautiful	16,240	24,542	39,505	29,558	109,845
Popular Mechanics	17,360	23,632	29,708	27,776	98,476
Redbook	17,408	18,257	25,874	25,428	86,967
American Home	12,108	22,964	30,941	16,805	82,818
Field & Stream	14,040	19,754	23,166	21,450	78,410
Popular Science Monthly	11,440	18,359	23,812	20,376	73,987
Review of Reviews	†11,747	†14,740	†28,393	12,802	67,682
World's Work	†8,156	†19,701	†25,061	12,792	65,710
Motion Picture	14,982	16,452	17,432	15,248	64,112
Christian Herald	9,922	†15,258	†20,967	†15,730	61,877
American Boy	10,345	17,997	16,150	16,623	61,115
Harpers Magazine	9,716	14,840	16,240	16,016	56,812
Better Homes & Gardens	13,343	11,927	15,514	14,374	55,158
Physical Culture	12,543	13,205	13,419	14,674	53,841
International Studio	8,188	14,472	17,689	11,731	52,080
Boys' Life	12,410	11,900	13,674	13,805	51,789
Outdoor Life & Recreation	8,853	13,048	13,505	15,512	50,918
National Sportsman	9,428	11,819	13,862	12,233	47,342
True Detective Mysteries	8,014	13,230	8,751	15,086	45,081
Atlantic Monthly	5,825	11,078	12,403	14,208	43,514
Science & Invention	5,667	9,850	8,822	11,493	35,832
Screenland	10,178	8,340	7,293	8,151	33,962
Sunset	7,782	6,535	7,940	10,461	32,718
Forum	†5,453	†9,100	†12,870	4,355	31,778
Scribner's	3,734	7,556	8,858	10,717	30,865
Extension Magazine	10,419	5,213	4,998	4,228	24,858
Scientific American	*2,945	5,695	5,806	8,746	23,192
American Mercury	2,166	4,537	6,666	5,426	18,795
Munsey Combination	2,688	2,408	3,136	3,234	11,466
St. Nicholas	3,290	3,339	1,144	1,430	9,203

Totals 593,264 793,941 964,424 872,243 3,223,872

*Smaller Page Size.

†Larger Page Size.

†Five June Issues.

†Four June Issues.

WOMEN'S MAGAZINES

Vogue (2 issues)	48,274	57,415	75,522	80,894	262,105
Ladies' Home Journal	50,271	54,000	55,268	63,877	223,416
Harper's Bazaar	37,114	53,987	52,095	50,081	193,277
Good Housekeeping	42,192	46,823	46,463	50,021	185,499
McCall's	38,297	44,063	42,569	45,942	170,871
Woman's Home Companion	38,499	41,691	38,507	37,656	156,353
Delineator	28,383	25,262	26,941	25,605	106,191
Pictorial Review	22,333	28,740	26,044	28,150	105,267
True Story	28,048	24,999	22,703	23,759	99,509
Photoplay	20,440	19,542	21,181	19,704	80,867
True Romances	7,865	10,650	9,674	15,203	43,392
Household Magazine	*11,166	*11,123	9,960	7,730	39,979
Woman's World	9,648	9,366	8,458	10,392	37,864
The Parents' Magazine	10,698	8,771	9,674	8,474	37,617
American Girl	3,752	4,931	6,423	6,512	21,618
Needlecraft	3,852	5,867	5,775	5,906	21,400

Totals 400,832 447,230 457,257 479,906 1,785,225

*Smaller Page Size.

WEEKLIES (4 June Issues)

Saturday Evening Post	223,558	284,349	†386,983	†338,214	1,233,104
New Yorker	74,877	84,887	†125,649	†106,952	392,365
Collier's	88,976	97,205	†93,813	†68,946	348,940
American Weekly	78,777	†78,811	†83,683	68,530	309,801
Time	†74,042	†96,373	66,890	33,685	270,990
Literary Digest	36,564	53,611	†79,093	†74,136	243,404
Liberty	*28,659	*40,541	*52,589	†104,200	225,989
Life	10,660	18,856	25,306	26,955	81,777
Outlook	3,210	6,807	12,165	12,463	34,645

Totals 619,323 761,440 926,171 834,081 3,141,019

*Smaller Page Size.

†Five Issues.

Grand Totals 1,613,419 2,002,611 2,347,852 2,186,230 8,150,112

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753 BONT
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	Total Lines
228	235,900
229	232,120
230	187,910
231	187,340
232	181,590
233	140,860
234	130,950
235	126,910
236	124,500
237	115,520
238	109,840
239	98,470
240	86,960
241	82,810
242	78,410
243	73,980
244	67,680
245	65,710
246	64,110
247	61,870
248	61,110
249	56,810
250	55,150
251	53,840
252	52,080
253	51,780
254	50,910
255	47,340
256	45,080
257	43,510
258	35,830
259	33,960
260	32,710
261	31,770
262	30,860
263	24,850
264	23,190
265	18,790
266	11,460
267	9,200

3 3,223,875

4	262,105
5	223,410
6	193,270
7	185,490
8	170,870
9	156,350
10	106,190
11	105,260
12	99,500
13	80,860
14	43,390
15	39,970
16	37,860
17	37,610
18	21,610
19	21,400

1,785,225

1	2,333,104
2	392,365
3	348,940
4	309,801
5	270,990
6	243,404
7	225,989
8	81,777
9	34,645

3,141,015

8,150,112

Correction!

YOU have recently been told in American Weekly advertisements that 89.8% of the money in savings banks is concentrated in twenty-four states and the District of Columbia.

You have recently been told that The American Weekly pours 86.7% of its circulation into the area of concentrated wealth.

Correction:

Instead of 89.8% of the savings, latest statistics show it is 91%—91% or almost 26 BILLION dollars.

Instead of 86.7% of The American Weekly circulation, this richest territory now receives 89.5%—89.5% of the mightiest circulation on earth, reaching five and one-half million families.

This makes the biggest bargain on the publication counter loom even bigger.

It verifies again the judgment of leading national advertisers, who during the first six months of 1931 bought and used more advertising in this magazine than during any previous six months in its history.

The reason is easy to see, in these days of advertising thrift.

With its great page, more than twice the size of any other magazine, with its blanket coverage of the richest buying areas of the nation, with an editorial content that makes every page eagerly read, The American Weekly offers an unmatched selling power to the advertiser at an economy he cannot find elsewhere.

THE AMERICAN WEEKLY
Greatest Circulation in the World

Main Office: 959 Eighth Avenue, New York City

Branch Offices: PALMOLIVE BLDG., CHICAGO . . . 5 WINTHROP SQUARE, BOSTON
753 BONNIE BRAE, LOS ANGELES . . . 222 MONADNOCK BLDG., SAN FRANCISCO
11-250 GENERAL MOTORS BLDG., DETROIT . . . 1138 HANNA BLDG., CLEVELAND
101 MARIETTA STREET, ATLANTA . . . INTERNATIONAL OFFICE BLDG., ST. LOUIS

The Little Schoolmaster's Classroom

IT may surprise most members of the Class to learn that the Standard Oil Company of New York is a big factor in the paint manufacturing industry. How it came about should suggest to many manufacturers the undeveloped sales possibilities that may be hidden in their factories.

The paint department got its start in the fact that the manufacture, transportation and sale of petroleum products involves the use of immense amounts of machinery, ships, derricks, etc., all of which must be painted periodically. Thus it was that early in the life of the original Standard Oil Company, a paint plant was established in Cleveland.

The department's first duty was the manufacture of paints for use on wood barrels. Then came the problem of paint protection for refinery equipment. It called for paint knowledge not then in existence. The paint department worked on it and solved it.

After that came the problem of reducing losses through evaporation. Red and black were the colors commonly in use. A method of producing fume-proof paints had to be found in order to get a color that would not only have reflective value but would not be affected by sulphurous fumes. Other problems were met and conquered—today, the Socony Paint Department is probably the largest manufacturer of curb pump enamels and petroleum sales equipment finishes in the world.

Its success in this field attracted the attention of the gas interests, with the result that the paint department now sells paint to some of the larger public utilities. Also, the use of its paint on Socony ships attracted the eye of other fleet owners and these are now customers.

So important a factor in Standard Oil's business did the paint department come—entirely as a result of natural growth and branching out—that in 1930, Socony

Specialties, Inc., was organized as a subsidiary of the Standard Oil Company of New York, to include the paint, varnish and enamel end of the business.

It is interesting to note that the company produces nothing but first grade paints under just one brand name.

* * *

To the list of packaged items add bees—live bees.

It came about this way: For many years, orchardists depended upon the natural supply of bees and other insects for pollination. Modern farming and orchard practices, however, have made it necessary to get outside aid during the pollination period.

The Schoolmaster has heard said—said it himself, in fact—that a legitimate need will not long exist without someone stepping forward to supply the lack. And so with the great pollination problem.

Beekeepers are supplying "packaged" bees to orchardists. All the orchardist has to do is to place the package in the proper spot and pull the cork. One package of bees per acre is recommended.

Some beekeepers are also renting bees to orchardists. However, this plan has not worked out as well as the "packaged bees for sale" plan.

* * *

It has been a favorite contention of the Schoolmaster that one of the great weaknesses of the chain is that of personnel. Few chains are making any effort to build trained personnel to take over executive positions. That these positions in a number of chains are being filled by former clerks is a tribute to the ability of the clerks rather than to the efforts of the chains.

Therefore it was with particular interest that the Schoolmaster heard recently about the co-operative arrangement between The Kroger Grocery & Baking Company and the University of Cincinnati. The details are explained as follows by Paul Mooney, the

ster'**ODD JOBS** **..HARD JOBS** **..HURRY-UP JOBS...**

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POSTAL TELEGRAPH *can simplify them for you*

Postal Telegrams get attention that's followed by action. They eliminate red tape...take the short cut instead of the long route...hurdle barriers...iron out the bumpy spots...speed up the complex business of selling through print.

So...today...let Postal Telegraph put its shoulder to *your* job. Flash a "book" of messages by Postal Telegraph to any of 70,000 places in the United States and 8,000 in Canada...or to anywhere in the entire world through the perfectly coordinated telegraph, cable and radio communication facilities of the great International System, of which Postal Telegraph is a part.

Postal Telegraph is the only American telegraph company that offers a world-wide service of coordinated communications under a single management. Through the great International System of which Postal Telegraph is a part, it reaches Europe, Asia, The West over Commercial Cables, Central America, South America and the West Indies over All America Cables, and ships at sea via Mackay Radio.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial
Cables



Mackay Radio

All America
Cables

Men's Wear Accounts

Over 13,000 department stores, specialty stores and chains selling men's and boys' apparel are in Fairchild's 1931 List of Men's Wear Stores. Gives resident buyers or local buying offices and, wherever possible, names of merchandise managers and buyers.

\$15. 25% off on more than one copy. Address inquiries or orders to:

Fairchild Publishing Co.
8 East 13th St., New York, N. Y.

This Man Knows Over the Counter Merchandising

His experience valuable for any general product. Knows drug trade merchandising intimately, has close contact with wholesalers, chain stores, syndicates. Enthusiastic, knows how to sell and get things done. Eight years' experience as sales manager.

Ready to lead a sales force, manage a campaign or to assist some principal manufacturer or wholesale executive. Christian, married, college education.

Address "D," Box 219
Printers' Ink

company's director of personnel

We have been using co-operative students of the University of Cincinnati for quite some time, and expect that we shall use such men to an increasing extent as soon as we have developed a plan for routing them through our organization.

These men go to school for eleven months out of the year and alternate between school work and a commercial job in four week intervals. They operate, of course, in pairs, so that the organization employing them always has the services of one man. They arrange matters so that they overlap one day at the end of each four-week period. In this way the man who is leaving can give the new man coming in all the details he needs to carry on the work.

* * *

The Schoolmaster was speaking some two weeks ago about the custom of advertisers of showing this American generation in bathing suits but never in the water. This pernicious habit, said he, would breed a race of lollers, people devoid of the exercise-complex.

But now he champs at the bit for another reason. It seems that during the torrid spell that ushered in the first week in July the newspapers were full of pictures of men in bathing suits, many extremely décolleté. All of the men so pictured were idling on the sands. As the Schoolmaster sat in his office mentally calling the civilization a cheap clap-trap he slaved man to a bench on sand days, these bathing suit men stirred reflections in his mind. Because it was hot and these men were lying on the sand, they looked hot. Their suits looked woolly and itchy. The Schoolmaster, of sensitive skin, mentally pictured the broiling sun. The plight of these men made the Schoolmaster feel hot. How grand how swell 'twould be to see some of these chaps emerging, let's say from the surf, the water dripping from them! Ah, then the Schoolmaster would truly have been envious—but, mind you, coolly envious. . . . The psychology of the epidermis. . . . Chances are he feels in debt to the advertiser for displaying his wares and go on and buy him a suit—which he needs.

Notable exception: A man pictured in the surf with a wave about to go over his head—an advertiser

When Shall Publishers Sell Advertising?

THAT question has just been put to 264 leading advertising agencies.

132 said the next three months were the best time to give them your sales story, 82 said they were as important as any other time of year.

Only 40 said it was a poor time.

These summer months, admittedly so important to these agencies, are the

most important time of the year for your selling, and to back up your selling with aggressive promotion.

Publishers should be telling their story now to agency space buyers and advertisers who are searching for most effective ways to reach most logical markets.

You can reach them most effectively and at a low cost through the pages of the

PRINTERS' INK PUBLICATIONS



Voted by Critics

"The Outstanding Radio Program of the Year"

... the White Owl Program of July 6th ... announcing the reduction in price of the nationally famous White Owl Cigar to 5c ...

Written, arranged and produced by the

WILLIAM MORRIS AGENCY, Inc.

Radio Department

Mayfair Theatre Building

Broadway at 47th Street, New York City

Established 1898

Chicago Los Angeles Paris London



**HOW TO SELL
HAWAII'S
HUNDRED MILLION
DOLLAR MARKET**



Send for a SURVEY on the line or lines of merchandise in which you are interested

HONOLULU STAR-BULLETIN
HONOLULU, HAWAII

Window Display

WANT man familiar with window and store display material, as idea man for large lithograph house—

Must have original and practical ideas and sufficient art ability to make comprehensive rough sketches. We make the finished Color Work.

Address "R," Box 67
Printers' Ink.

illustration in a Williams shaving cream advertisement. Another exception: A man standing in water up to his knees in a lake. He is about to embark in a canoe—a picture from a Jantzen advertisement. A member of the Class calls attention to these.

What the Schoolmaster has in mind principally, however, are the department stores and men's specialty shops which take a great deal of space in the daily press. These fellows nearly always show men *on the beach*. The happy looking fellow in the Williams' advertisement seemed to be having a better time.

Yes, give us water boys and water girls. Don't give us the namby-pamby posturing idiots that reflect the very few, but the romping, carefree type that we are rather unconsciously resemble when we are let loose, like children, to cavort on white strands and in boiling surf.

* * *

Roscoe R. Rau, managing director, National Retail Furniture Association, has sent the Schoolmaster a copy of a letter that will strike a responsive chord in the hearts of many an association executive and should be a gentle hint to the research departments of certain advertising agencies. The letter follows:

Dear Mr. Blank: (Mr. Blank is an advertising agency executive)

Was the information sent you in our letter of June 8 worth anything?

I am particularly anxious to have your opinion because we get so many requests for information from advertising agencies that sometimes we wonder whether it is worth our while to take the time to fill them.

If, on top of that, we do not get any acknowledgment of the receipt of it, nor any letter indicating that the information has been helpful, it makes us begin to think that perhaps we would get along just as well if we told all the agencies to "go jump."

● L A Y O U T ●

I Young man, 27, 6 years of agency and publication experience. Sales promotional and advertising work.
E University graduate. Full of ideas (the merchandising kind) and knows how to get them over in copy and layouts. Available July 15.
A "E," Box 70, Printers' Ink.
S

● P R O D U C T I O N ●

TORON
HAMILT
KALIF
MONTRE
LONDON

Since associations furnish a great deal of information free to agencies it would seem to the Schoolmaster that a note of thanks in acknowledgment would be in order. Those agencies that do not trouble to thank associations for information may find that associations will retaliate by not giving information, which will work to the ill of only of the ungrateful agencies. It is also of those who do acknowledge information scrupulously.

* * *

On several occasions, the Schoolmaster, while pointing to sampling a meritorious merchandising agent has, simultaneously, warned students to beware of its unsuspected kickbacks. Here is a case in point:

Not long ago, one of the famous brands of toothpaste was advertised to the public with an offer of a full-sized 50-cent tube for a dime. All the public had to do

Advertising Manager Wanted

- Eastern 4-A Agency wants experienced young man as advertising manager and liaison for a Gasoline account. Sell yourself in first letter stating minimum salary requirements.

Address "H,"
Box 72, Printers' Ink

A SEASONED RADIO DIRECTOR

Three-and-one-half years with leading agency, desires a change that will insure more broadcasting activity.

Mature, with years of broad experience as metropolitan journalist and critic of music and drama.

Thoroughly experienced in all branches of commercial radio, including contracts and commitments.

Expert on casting. Specialist in music (both vocal and instrumental). Schooled in the writing of commercial announcements. Produces own programs.

Well-known to the personnel of National Broadcasting Company and Columbia Broadcasting System. Can furnish exhibits of past performances and references from an international client and present employers, who know of this advertisement.

"Z," Box 215, Printers' Ink

TORONTO
HAMILTON
HALIFAX
MONTREAL
LONDON, Eng.

"GIBBONS KNOWS CANADA"

J. J. GIBBONS Limited
CANADIAN ADVERTISING AGENTS

WINNIPEG
REGINA
CALGARY
EDMONTON
VICTORIA
VANCOUVER

Rare Opportunity for a Printing Salesman

WE OFFER

A non-competitive feature,

A new idea which will help you to get more desirable accounts—

An Organization that is known for its dependability—

An opportunity limited only to the size of the man.

WE REQUIRE

That you have some advertising printing, and—
That you be willing to work.

Our salesmen know of this ad.

Address "C," Box 218, P. I.

Wanted—Copy and Contact Executive

Travel account experience desirable. Must be thoroughly experienced all phases agency operation, including knowledge mechanical detail. Outstanding copy ability required. Position is with nationally recognized California agency requiring highest calibre ability. Replies must completely detail experience, personal qualifications, references. State minimum starting salary. Send photo and samples of work. Address "A," Box 216, Printers' Ink.

Wanted—Agency Executive

for manager branch office in Australia of nationally recognized agency. British with American training preferred. Travel account experience desirable. Must be experienced in all departments of agency operation, including contact, copy, plans, mechanical detail. In short, must be competent to function as efficient one-man agency. Sterling character and experience references required. Replies must contain complete details. State minimum starting salary. Send photo, also samples of work. Address "B," Box 217, Printers' Ink.

was to clip the coupon from the newspaper, take it to a druggist, hand over a dime and get a fish sized tube. The druggist was to send these coupons to the company and to keep the dime for his trouble.

When the coupons were all in, the company checked them and discovered an amazing number of people named John Doe, Mary Fish and John Jones. What that meant, of course, was that a large number of druggists had corralled all the copies of the newspaper carrying the coupon they could get, clipped the coupons and used them to replenish their stock of toothpaste at 10 cents a tube.

The moral is not—don't take coupon offers of this kind. There is a moral to it—construct the coupon offer so that it does what is expected of it.

* * *

The idea of immersing a product in water—preferably water held in a glass bowl of the gold fish type—never seems to grow old. Now the Pioneer Suspender Company is recommending the plan to stores selling bathing belts.

This company makes a bathing belt that is guaranteed to keep cigarettes, matches and money dry. It suggests to dealers that they place one of these belts in a glass fish bowl, fill the bowl with water and "then see how the swimmers will dive in through your door."

H. W. Kelsey Advanced by Rusco

H. W. Kelsey, general sales manager since 1915 of the Russell Manufacturing Company, Middletown, Conn., manufacturer of Rusco brake linings and other fabric products, has been promoted to take charge of all purchases of the company. He has been with the company since 1896.

Agency Production Man Wanted

A growing medium-sized agency is looking for a good production man. He must know production thoroughly, be accurate and methodical, and must be willing to shoulder responsibilities. Write giving age, experience and salary expected. Address "G," Box 71, Printers' Ink.

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Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

NEW YORK OFFICE FOR MANUFACTURE, MAILING ADDRESS, SERVICE. Experienced business man in charge. Central, near Grand Central. Box 938, Printers' Ink.

WILL INVEST IN ESTABLISHED AGENCY OR WILL START NEW AGENCY WITH MAN ABLE TO OBTAIN BUSINESS. BOX 939, CARE OF PRINTERS' INK.

MAIL ORDER AND ADVERTISING— An old established firm desires to change its distribution. Unexcelled chance for bright man. Investment of \$5,000 required. Box 930, Printers' Ink.

PUBLISHERS' SERVICE— Want trade or technical publication to represent in Chicago. Office location, solicitation, advertising, collections. Specialized editorial service, market or newsletters. Box 929, P. I.

WANT NEW YORK OFFICE! CENTRAL ESTABLISHED ADVERTISING OFFICE, GRAYBAR BLDG. Will rent exclusive space with service to out-of-town agency. Box 937, Printers' Ink.

PRINTING BROKER

18 years in business, controls profitable trade. Desires capital to finance opportunity to make real money. Box 941, P. I.

STEADY INCOME - PRODUCER

For sale at sacrifice. Group commercial artist, operating fast-selling Art Cut Service to printers, newspapers, agencies, etc., offer established and profitable business encompassing master plates of 275 subjects in one or two colors. Also electrotypes, original drawings, sales literature, list of steady-buying customers. Dissolution of partnership requires sale. Business clear of obligations. Terms to suit. Details and samples on request. Write Box 932, Printers' Ink.

EMPLOYMENT SERVICES

General Managers, Sales Managers, Advertising Managers, Comptrollers, Treasurers, other important men have for twelve (12) years engaged us to negotiate new connections. **INDIVIDUAL CONFIDENTIAL.** Not an employment agency. Jacob Penn, Inc., 535 Fifth Ave. at 44th St. Established 1919.

HELP WANTED

CIRCULATION BUILDER

Young man with basic experience, willing to start from scratch and build himself a responsible position with outstanding industrial publication. Personality and full-time enthusiasm in promotion work essential. Write fully. Box 934, P. I.

ENGRAVING SALESMAN—man with wide acquaintance in advertising agency production. Address giving full particulars of experience and references. Box 933, Printers' Ink.

MAIL ORDER COPY MAN—New York agency specializing in preparation of publication advertising and follow-up on mail order courses, books and specialties wants copy man thoroughly experienced in that field. Must know how to write this particular type of copy and have background indicating he can do it well. *Must be able to produce good copy ideas of his own. Also to write effectively the long body-matter copy developing ideas supplied him.* Layout or visualizing ability desirable but not compulsory. Age, anywhere from 25 to 35. The man we want writes copy not merely for a living but because he likes to write. Salary \$80 to \$100 weekly. Agency fully recognized, member of 4 A's, and highly regarded as specialist in its field. Box 940, Printers' Ink.

POSITIONS WANTED

MAIL ORDER MAN

Nine years' unusual experience—copy, layout, lists, mailing room, postal expert. Age 28. Excellent references. Box 927, Printers' Ink.

Free Lance Copy and Layout

Direct mail, catalog and periodical advertising. Short campaigns planned and executed. Box 931, Printers' Ink.

PREPARE FOR 15% ON OUTDOOR ADVERTISING

Outdoor Advertising man, thoroughly trained, in sales, copy, planning, merchandising, marketing. Five years' experience, under 30. Agency connection desired! Box 942, Printers' Ink.

INDUSTRIAL ADVERTISING EXECUTIVE

Age 35, technical background. Automotive and machinery experience. Creates forceful trade paper campaigns, sales promotion literature, catalogs, publicity. Knows mechanics of layout, copy, production. Moderate compensation. Go anywhere. Offers prospect of industrial account to agency. Box 928, P. I.

★ BRAINS ★

Yes, in a female, too. Young woman, 22, Christian, well bred and attractive, college trained, former reporter, writer, good advertising judgment, speedy stenographer and typist, wants hard job as secretary to busy advertising executive in New York City. Will start at \$30 and carry as much of the load as you let her. Box 936, Printers' Ink.

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CAMPAIGN

"A SERIES OF OPERATIONS TO BRING ABOUT SOME RESULT"

Even the most superficial reader of magazines and newspapers, even the most casual listener to radio programs eventually becomes aware that certain advertisers are carrying on a *series* of operations to bring about some result.

Campaigns—a *series* of advertisements, a *series* of radio programs—are the rule. And hence springs much of the strength of these forms of advertising—regularity, persistence, a planned, well-directed, faithfully performed *series* of operations to bring about some result.

The result usually sought is the singling out of individuals from the great mass of mankind. "Send the coupon for more information." "Write to the station to which you are listening."

Logically, when an individual has thus revealed himself as a possible buyer of the advertiser's product, there should be another *series* of operations to bring about another result—turning that individual into an actual buyer.

A whole *series* of operations was necessary merely to secure an inquiry. Is it likely that anything short of a *series* of operations will turn that inquiry into a sale? Can one booklet, however impressive, followed (or very often preceded) by an eager-eyed salesman, usually be expected to crystallize mere interest into buying action?

Logic answers that in direct advertising, as in magazine, newspaper, and radio advertising, a *series* of operations—a campaign—usually is necessary to bring about a desired result.

Perhaps where you are now using a single booklet, or several loosely related pieces of direct advertising, you need a direct advertising *campaign*—carefully planned, as rigidly scheduled, as faithfully performed as the advertising *campaigns* in newspapers and magazines and on the radio.

Let us show you *campaigns* that we have produced for other advertisers. Let us discuss with you the possibility of a *series* of operations in direct advertising to bring about a result that you desire.

Write for more information. No obligation.

EVANS-WINTER-HEBB *Inc*

820 HANCOCK AVENUE WEST

DETROIT

NEW YORK ADDRESS • 420 LEXINGTON AVENUE

The Evans-Winter-Hebb organization has within itself both capable personnel and complete facilities for the preparation and production of printing, direct advertising, and other sales literature: Market Research • Analysis and Plan • Copy • Design • Art • Photo-Engraving
Letterpress and Offset Printing • Binding • Mailing



GENERAL advertisers of Household Appliances during the first six months of this year used

**50,489
MORE LINES**

of advertising in the Chicago Tribune than they used in ALL other Chicago papers COMBINED!

CHICAGO TRIBUNE

THE WORLD'S GREATEST NEWSPAPER

Average Net Paid Circulation, May, 1931: Daily, in excess of 820,000; Sunday, more than 1,010,000

Eastern Adv. Office
NEW YORK
420 E. 42nd St.

New England Adv. Office
BOSTON
718 Chamber of
Com. Bldg.

Southern Adv. Office
ATLANTA
1825 Rhodes-Haverty
Bldg.

Western Adv. Office
SAN FRANCISCO
820 Kohl Bldg.

